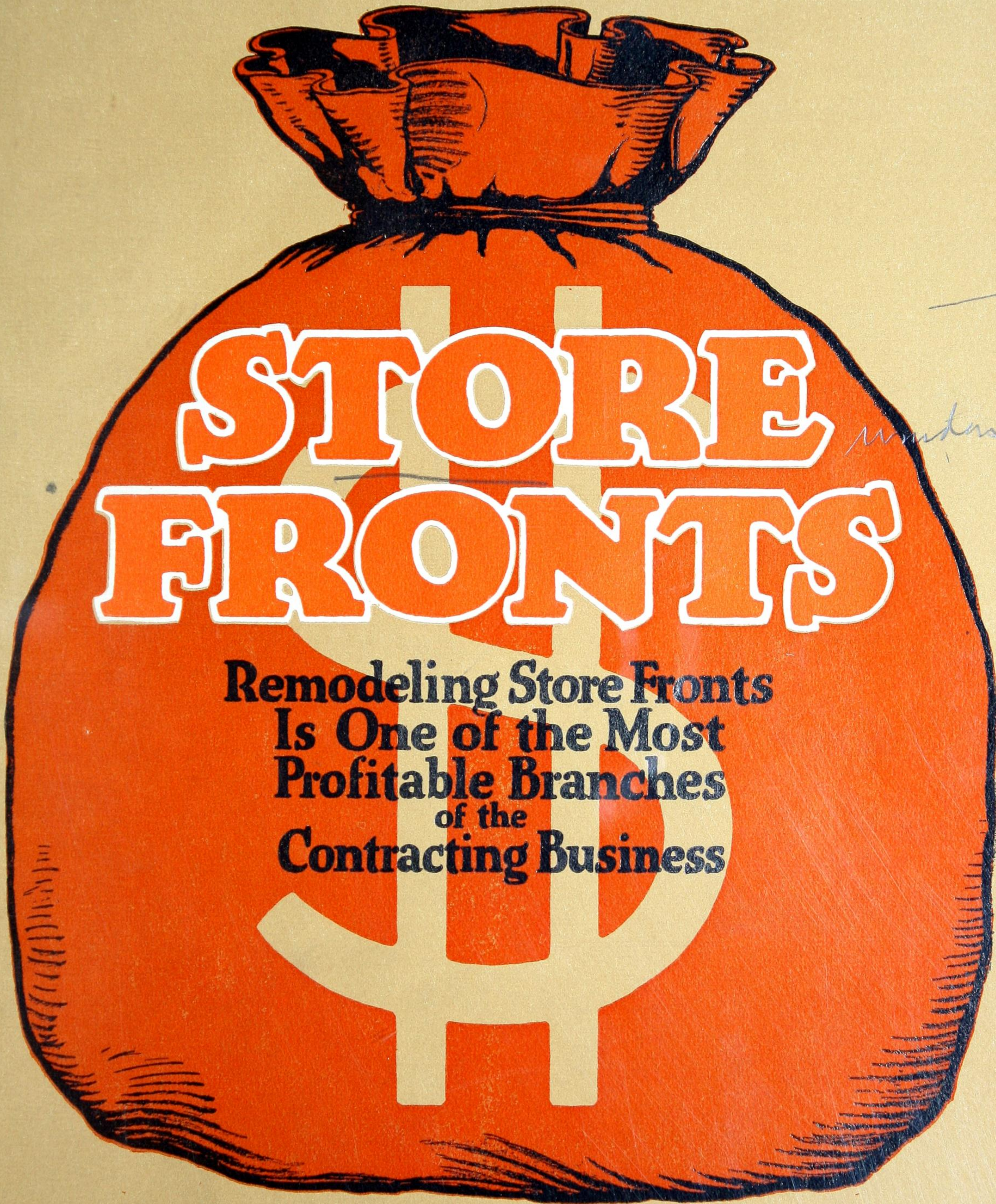


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STORE FRONTS

**Remodeling Store Fronts
Is One of the Most
Profitable Branches
of the
Contracting Business**

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CCA



THIS book on store fronts, their design and construction, is given to you with the hope that it will help you build your business.

It opens the way to a class of work which not only is very profitable, but which enables you to keep your men on regular time.

Any information you need, which is not included in this book, will be given to you gladly upon request.



DETROIT SHOW CASE COMPANY
Detroit, Mich.
ESTABLISHED 1864

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1922
DETROIT SHOW CASE CO.

GREATER EARNINGS are WAITING for CONTRACTORS and BUILDERS in Every Town

The problem of keeping your organization of carpenters together and working on full time is one that probably has been difficult to solve, particularly during periods when building is not so active.

Frequently it is difficult to keep constantly busy only on house contracts, factory jobs or any other one kind; therefore it would be a great help if you could fill in the gaps with contracts that require no extra equipment, no specialized experience or no extra men.

In few towns is it possible to concentrate on store front remodeling, but in every town it is possible to secure enough contracts during each year to make handsome profits—profits over and above your regular line of work.

In the first place, every retailer recognizes the absolute necessity of attractive display windows. He knows that unless by some means he can draw the people *into* his store he cannot possibly make sales.

Retail competition is growing keener every day. Retailers are coping with each other in an effort to stand out. Each jeweler, for instance, tries to make the people think of him when they think of jewelry; and so it is with the stores that sell furniture, drugs, candy, cigars, clothing and the many other kinds of merchandise.

The rent charged for a store depends largely upon the retail sales possibilities of that store. In other words, a 25-foot store on a busy corner may rent for \$1000 a month, while another store of the same size, type and construction but located on a side street, may rent for only \$30 per month. The retailer in the high-rent district pays for the privilege of displaying his merchandise to a greater number of people and for the buying convenience offered those people.

The space occupied by the display windows is by far the most valuable space of the entire store building.

Someone has said fully 80% of the retail sales are influenced by the show windows.

Isn't it reasonable, then, for every retailer to want a modern store front? Don't you see how the market is already made for you in your town? There isn't a retailer in your town who can possibly deny that a modern store front is the best investment he can make.



Many retailers in your town own their own store building. It is usually very easy to sell modern store fronts to that class. Such retailers generally have a great deal of pride in their property and totally aside from the question of building up sales volume they are easily interested on the basis of proper maintenance of property. Modern store fronts, if built properly, are permanent in construction.

But what about the retailers who rent from owners, you ask.

They constitute the majority, so you must be prepared to intelligently discuss the question of finance with them.

The retailer-tenant is able to pay rent only so long as he is able to sell enough merchandise. His ability to stay in business and pay his rent is dependent entirely upon his ability to cause enough people to buy of him instead of his competitors. Isn't it then a matter of vital interest to the building owner that his tenant succeed? Every time there is a change of tenants there is involved an extra expense of decorating and alterations.

Suppose, by way of example, a clothier in your town is paying \$100 per month rent. Suppose you were able to sell him on the idea of increasing his rent \$20 per month to justify the owner of the building to increase his property investment approximately \$1500. Can you imagine a live clothier in your town turning down such an opportunity? Can you imagine his landlord refusing to spend \$1500 if it will bring in more than \$240 greater return each year?

While the cost of the front in this example is \$1500, the actual cash value of the entire building is thereby increased much more than \$1500.

This means a big opportunity for you because every store front job carries a good margin of profit for you. You make a profit on the material plus the profit on your cost of installation.

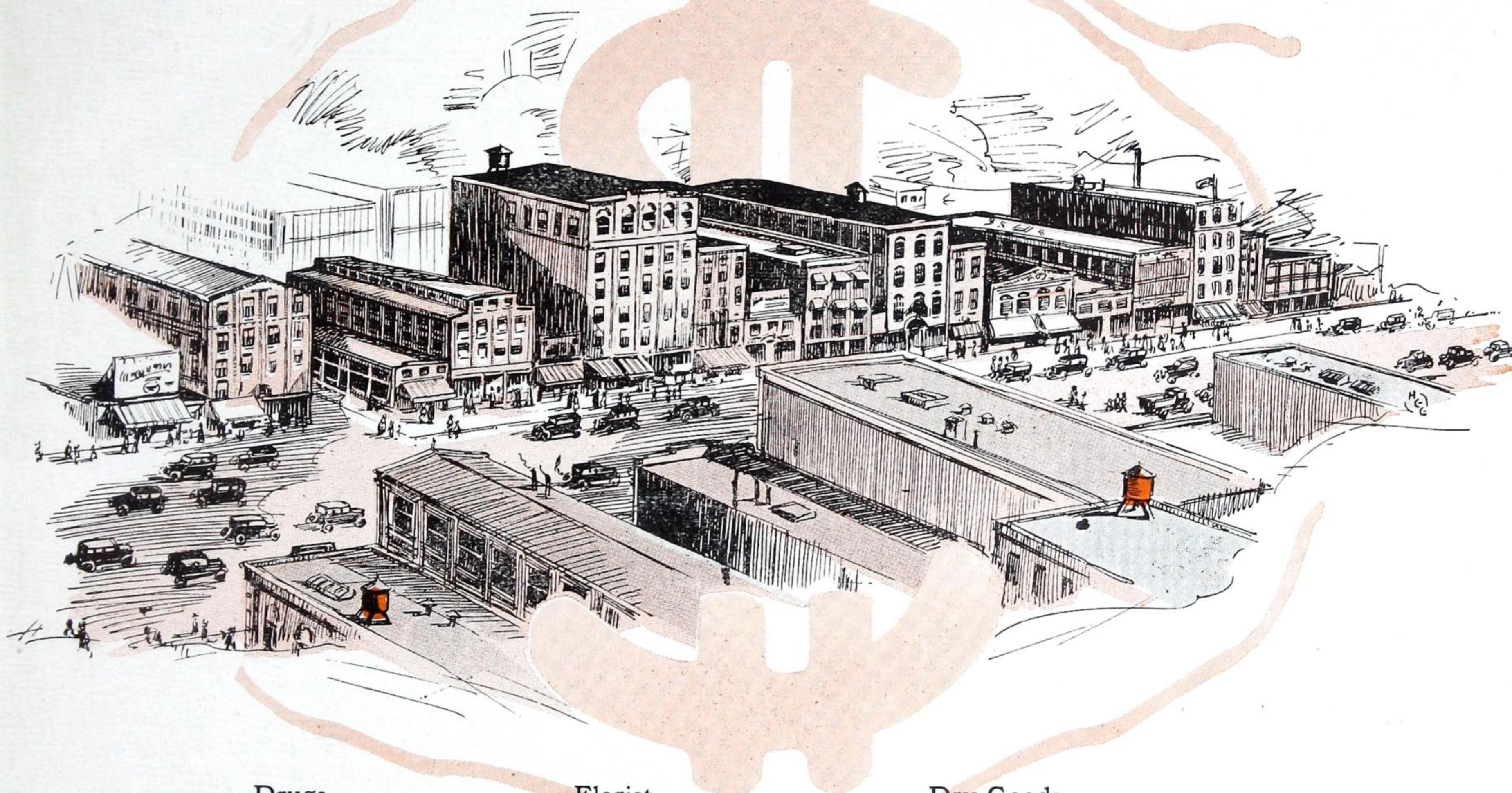
We contend that a greater net profit per job can be made when Desco store front construction is used. If you are near a Desco distributor or dealer he can quickly fill your order. If you order direct from the factory we are in position to ship at once.

Desco is easy to order. The various parts are simple and you will find that any carpenter, even without experience in this kind of work, can be trusted to install Desco properly. The saving in installation cost alone is no small item. And, after all, the net profit on each job is the sum total of the savings on the many parts.



There's an "Opportunity Street" in Your Town

Here Are Prospects That Will Bring You Business



Drugs
Shoes
Jewelry
Furniture
Meat
Millinery
Music
Department

Florist
Automobile Salesroom
Ladies' Ready-to-Wear
Groceries
Clothing
Restaurant
Electric Shop
Shoe Repair

Dry Goods
Bakery
Fruit Store
Radio Store
5c and 10c Store
Garage
Candy
Automobile Accessories

When a man goes into the retail business he must attract people into his store. No matter whether he sells drugs or flowers or groceries, he must make enough people patronize him instead of his competitors or he will not continue in business. Every retail store needs a modern front. The "Opportunity Street" of your town is waiting for you. Start now.

HOW TO SECURE

Because of our experience in the store front business, which extends over many years, we believe we are in position to pass on to you suggestions and information that will be helpful to you in increasing your income.

Fortunately for you, your prospects are all located in one district. They are not scattered as in the case of home building prospects.

It is our suggestion that you make a systematic canvass of the retail stores in your town and thereby at once cull out those retailers that are obviously not in the prospect classification. Such a procedure will enable you to determine the liveliest prospects and you can then spend the greater amount of effort on them.

Because of your acquaintance locally you probably know right now of one or more retailers who need and will buy a new store front. After you have read this book through and have studied the principal features of display windows for different conditions, you can then approach your prospects with an assurance in your own mind that you can discuss the subject of store fronts with his requirements in mind.

Talk about it in terms of the benefits to him and his business—not from the standpoint of how long the new front will last or how strong it will be in construction, because there's only one reason why he might be induced to invest in a new front—and that is more sales.

Picture to him the necessity of a new front to cause more people to enter his store. Tell him about the insignificant cost per day of a new front. Remind him that the new front you have in mind for him will probably pay for itself in less than one year.

If he will take out his pencil and figure a little, he will soon see that a new front must bring only a very few extra people into the store per day to pay for itself.

Probably his first question will be, "What will it cost?" You, of course, will not be in position to answer it with any degree of accuracy, until you have determined the size, type and construction of the front. Therefore, postpone the discussion of cost until you have been able to tell him something about store fronts—what you have in mind for him—what other retailers have been able to do with new fronts, as well as any other points that will interest him in a general way.

Discuss with him his show window requirements. Find out what kind of merchandise he pushes hardest and makes the largest profits. It will be necessary to determine the size of the windows, entrance, etc., and if it is a corner store you will have the corner column to contend with.

You will find that most prospects have been thinking about it so long and have been so anxious for new fronts that they have definite ideas of what they require, particularly in regard to the general type of the front. Every time a





STORE FRONT CONTRACTS

retailer goes to another town he pays particular attention to new store fronts—it's his hobby—he never overlooks an opportunity to study the successful methods of other retailers.

Hundreds of retailers from all parts of the country come to Detroit to study modern merchandising methods. When here they are attracted to the many distinctive store fronts, hundreds of which are of Desco constructions. Many visiting retailers come to our factory to discuss store fronts as well as interior display equipment. And we are able to offer constructive suggestions.

Our experience in designing and manufacturing high grade interior display equipment gives us an unusual opportunity to also advise on matters of outside display.

We suggest that instead of attempting to give your prospect any idea of the cost of a new front that you first take the rough dimensions of the front opening, then in your own office (with your prospect's requirements in mind) sketch up a front of the type which you recommend to him, using this book as a guide. If there is to be an architect on the job, then you can work in conjunction with him. Architects, however, do not go after store front work in a very intensive way and you therefore may be called upon to do the necessary architectural work. That is another source of profit for you. This is especially true in the smaller towns.

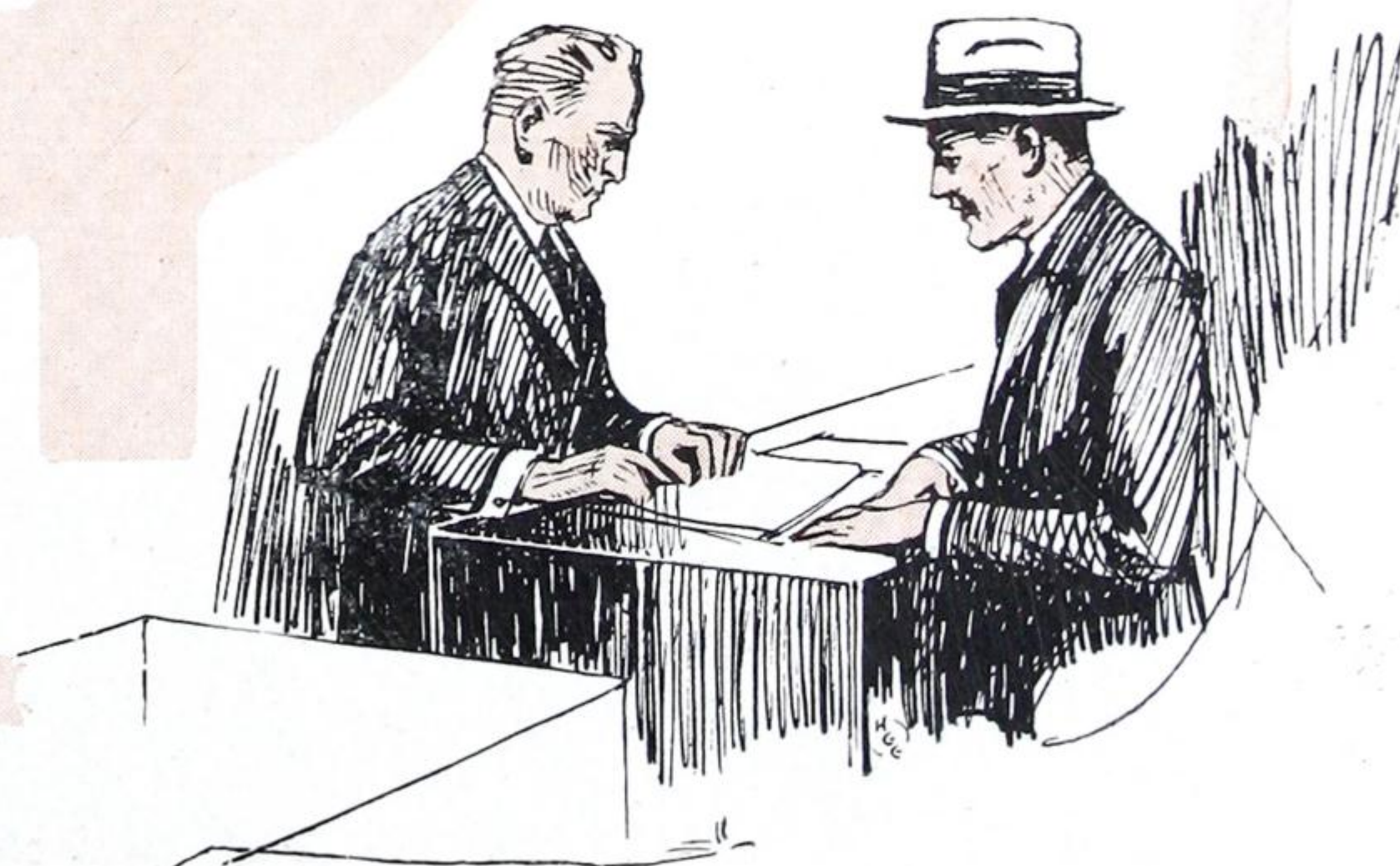
In the back of this book you will find many helpful hints for the designing of modern fronts. You will be interested in the sketches and descriptions.

After you have drafted the rough sketch of the front and established the approximate dimensions you then are in a position to figure the cost of the materials and labor. The Desco details, shown in this book, simplify this part. They show the mill work necessary as a backing for Desco construction. The cost of the show window flooring, side and back panels, window ceiling, outside entrance ceiling and mosaic work, in the entrance, depend upon the style used and the quality of materials. Plate glass, art glass (if any) and transom glass costs are quickly secured from Desco distributors. You can easily estimate the cost of whatever masonry work is required. Add to these various material costs, the cost of removing the old front, shoring up for the installation of the I-beam, cartage, the labor cost and your profit and you have the total cost.

Contractors who have done considerable store front remodeling work state that it carries a greater margin of profit than most branches of the building business.

When you submit your preliminary sketch and estimate to your prospect talk of the benefits of the front instead of the cost of it. He will not haggle over the cost if he can visualize the profit the new front will make for him.

And every new Desco front you install will be the means of other profitable contracts.



USE THESE LETTERS

If you are not able to personally call on all of the retailers to interest them in new store fronts, use these letters. Have some letterheads printed (make them simple and dignified) and either have these letters multi-graphed or typewritten, depending upon the number you send out.

You may not receive a large number of replies, but these letters will classify you as the store front specialist in your town. Retailers who receive your letters will automatically turn to you in all matters relating to modern store fronts. If possible follow up the letters with a personal call.

We will gladly furnish you, without cost, circulars to enclose in your promotion letters if you will tell us how many you can use.

Dear Sir:

A new store front in your building may cost but approximately \$1000—it might be less or more, depending upon the size and kind of front installed.

But just as an example, let us take the \$1000 figure. The commercial life of a modern, well-built "Desco" store front is about 10 years. That makes the cost roughly \$100 per year.

Wouldn't you be willing to pay \$100 a year more rent if you could draw hundreds of people into your store that might otherwise patronize your competitor? \$100 a year is less than \$9.00 a month. About 30 cents a day!

Thousands of retailers have made their new store fronts pay for themselves in less than six months.

In all probability your landlord would be glad to increase the value of his property if you would adjust the rental to take care of his slightly increased investment.

Before you go to him with a proposal to do this, let me talk to you. With your requirements in mind we can quickly rough up the kind of front you need and its cost.

The Detroit Show Case Company, makers of "Desco" store front construction, has given me some very attractive suggestions which will interest you. Just give me a ring or write.

Very truly yours,

Sample letter to retailers who do not own their store building

Dear Sir:

Competition among retailers of (name of town) makes it necessary for each one to exert every effort to attract more people into his store. There are, of course, many methods used for that purpose—advertising in newspapers, billboards, road signs, circulars, etc., all of which are effective.

But probably the most effective means of advertising and drawing people into your store is the modern store front.

You pay a high rental for your store. One reason for such a high rental is because your store is on a busy street. You pay for the privilege of displaying your merchandise to a large number of people. Hundreds of people pass your store every day. With their own eyes they can see on display the merchandise which you want them to buy.

If your store were tucked away on a quiet little back street your rent wouldn't be half as much.

It is true, therefore, that the rent of the few feet of street frontage of your store is greater than the remainder of the store. Are you utilizing that small space to the greatest advantage?

I have made a study of modern store fronts and believe I can make some interesting suggestions to you. The manufacturers of "Desco" store front construction have given me some very fine data that I will gladly show you. Considering the value of attractive display windows, the cost of tearing out your old front and installing a new, distinctive and modern front is nominal. In fact, your new front will actually pay for itself in a very few months.

I would like to talk this over with you and perhaps we can figure out a scheme that will prove to be the greatest boost you ever gave to your business. If you are interested phone or write me and I will come down—without obligation.

Very truly yours,

Sample letter to retailers who do not own their store building





TO PROMOTE BUSINESS

Dear Sir:

Every retailer is faced with the problem of bringing more people into his store—increasing his sales.

Of all the methods used for this purpose, there is none so effective as a modern, attractive store front. Someone has said that 80% of the retail sales are influenced by the show windows.

A modern store front is the very best kind of investment for a retailer—whether he owns his building, or rents from the owner. The owner bases his rental charge on his investment plus the sales possibilities of his tenant. The retailer pays a high rent for the opportunity of displaying his merchandise to the greatest number of people.

Modern "Desco" store fronts actually pay for themselves in a few months. Thousands of retailers put them in on that basis and make it pay.

The enhanced value of your property will be much greater than the cost of a new store front. If you are interested in this matter I will be glad to stop in and discuss it with you—without obligation.

Very truly yours,

Sample letter to retailer who owns his building

Dear Sir:

Suppose a new, modern, well-designed "Desco" store front in your store would cost \$1000. Could you afford to make the investment?

I maintain that your business would increase enough as a result to actually pay you back \$1000 in a very few months.

30 cents a day is the approximate cost of a thousand-dollar store front (figuring the commercial life of the front at ten years).

Of all the methods you use to attract more people into your store, none can possibly compare with a modern front—dollar for dollar. A modern "Desco" front will be effective for 10 years. If it costs \$1000, ask yourself where you can invest the same amount **over 10 years** and have it bring anywhere near the same results.

I've made a study of modern store fronts and am prepared to talk over the subject with you. You can look at it strictly from the standpoint of a building-owner—or from the standpoint of a retailer who is desirous of increasing his sales. In either case, a modern store front will pay you well.

Before you make a final decision, let me talk it over with you. I have some interesting ideas to show you.

Very truly yours,

Sample letter to retailer who owns his building

Dear Sir:

A modern store front for 30 cents a day!

The greatest salesman in any retail store is the store front—the display windows. They are always on the job. They tell your story to hundreds of people every day. They never tire and they work just as hard and sell just as much merchandise as you let them.

And the cost—why, the right kind of a front in your store will actually pay for itself in less than a year.

On the basis of \$1000 investment (it might be less or more, depending upon the size, style and finish) a modern front would cost but 30 cents per day. And surely you are quite willing to pay that much more rent.

Your rent is high because you are on a busy street. You pay for the opportunity of showing the greatest number of people your merchandise. And if your display windows are not effective your sales suffer accordingly.

I am in a position to tear out your old front and install a bright new, modern and properly designed "Desco" front. We can work together in designing it so that you can display your merchandise to the best advantage. After we figure out what is required I will estimate the cost, then you can make the necessary rent adjustment with your landlord to justify him in increasing his property investment—you'll be surprised how small your cost will be.

If you are interested in the most effective method of increasing your sales volume let me know.

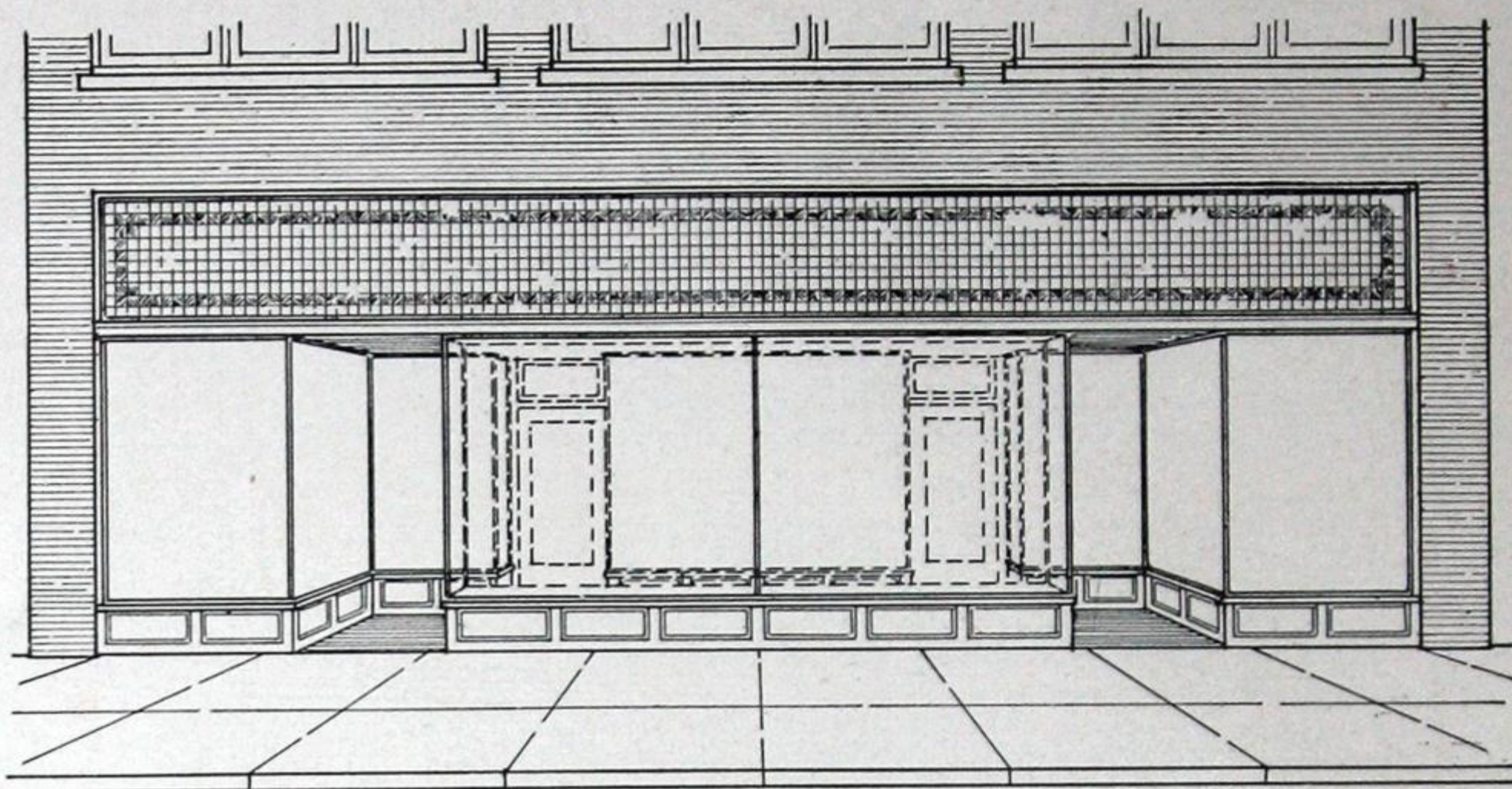
Very truly yours,

Sample letter to retailers who do not own their store building

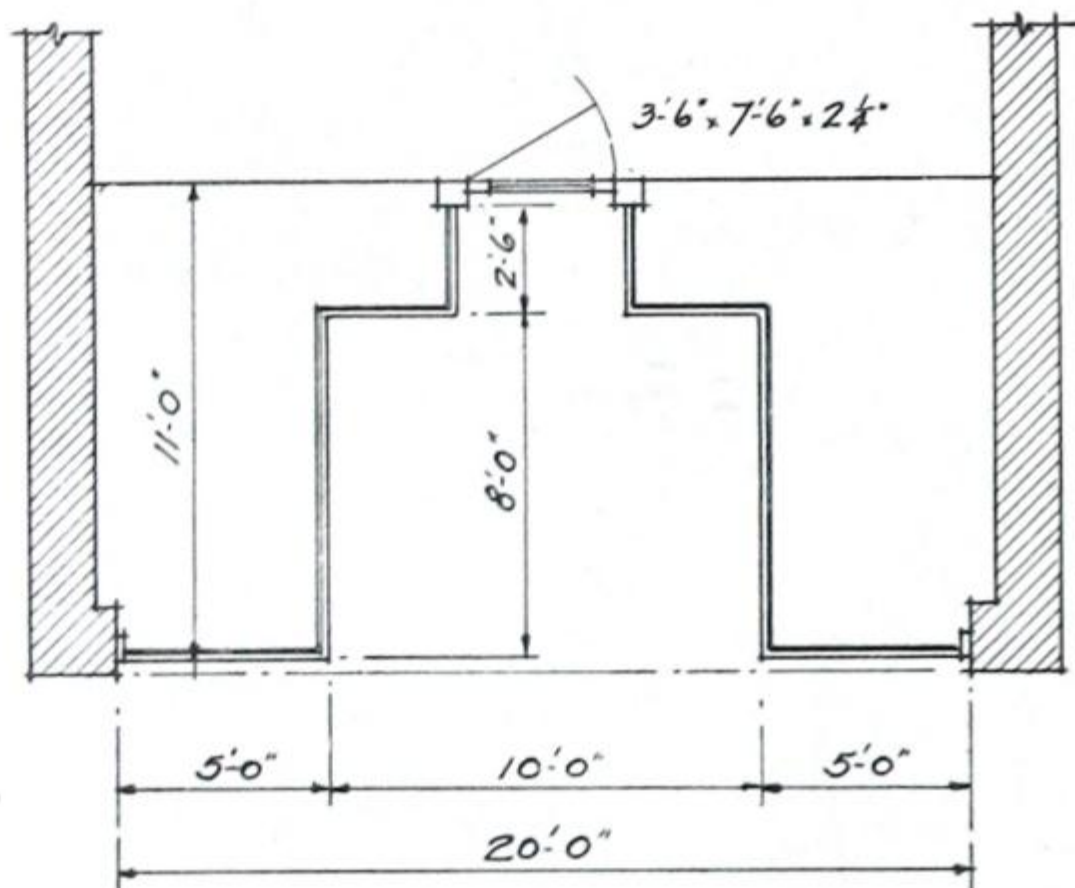




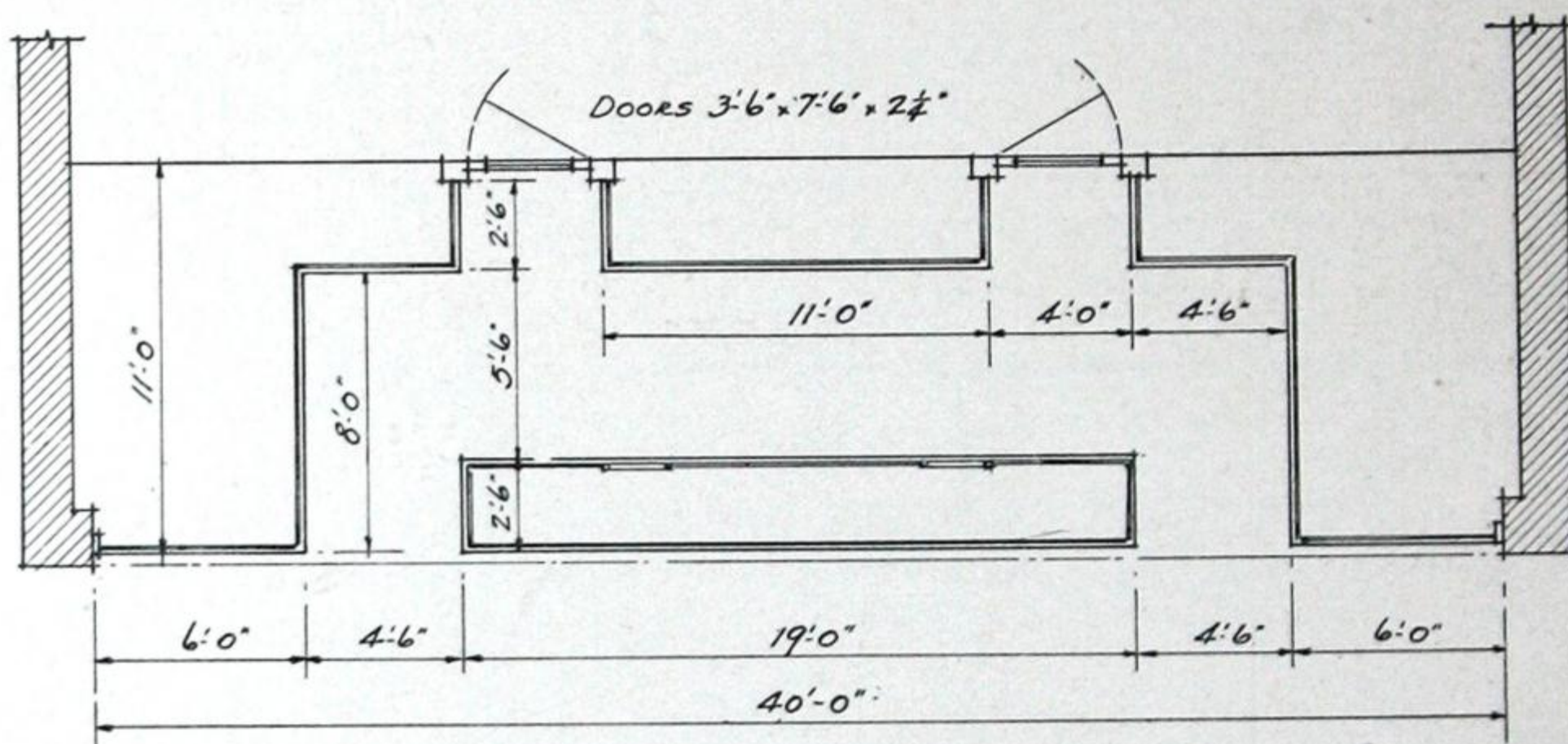
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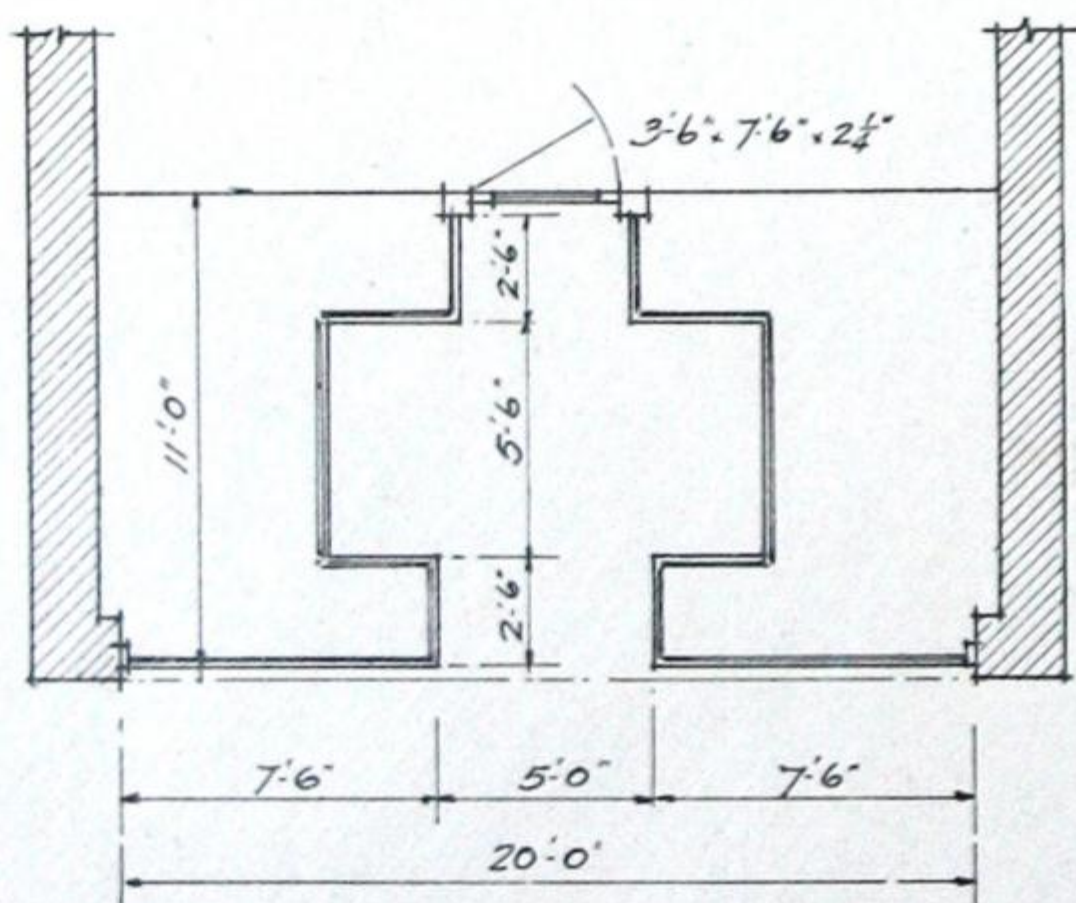
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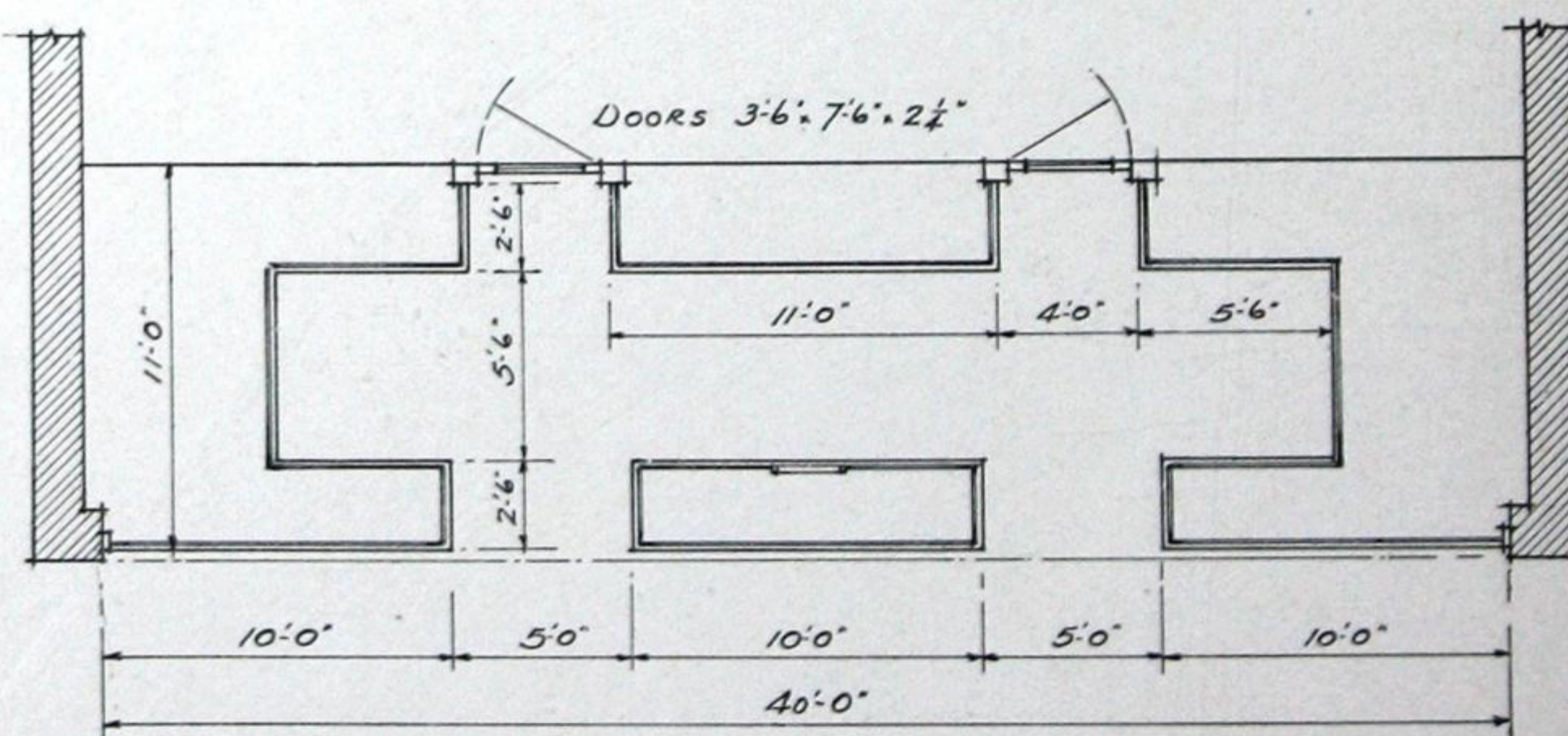
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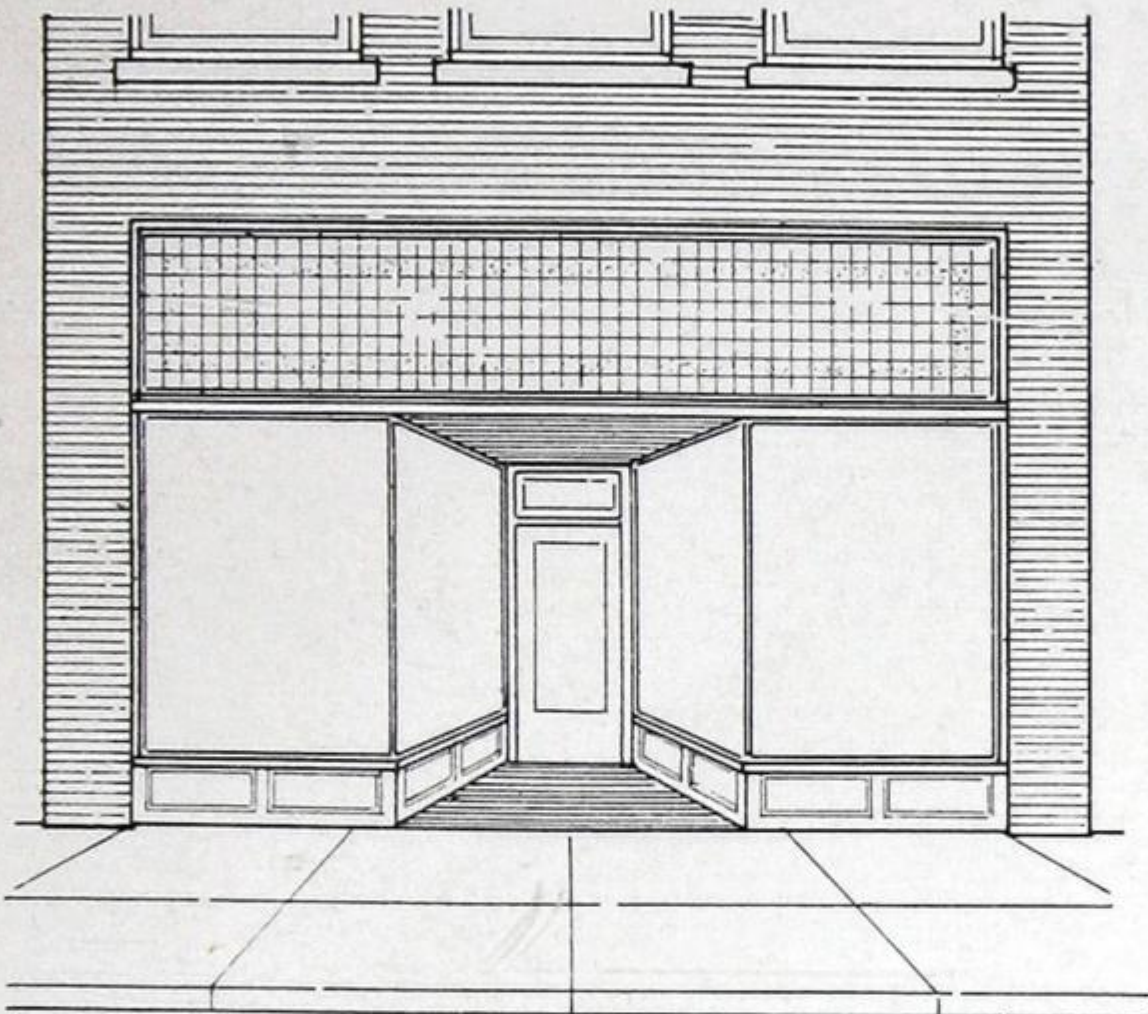


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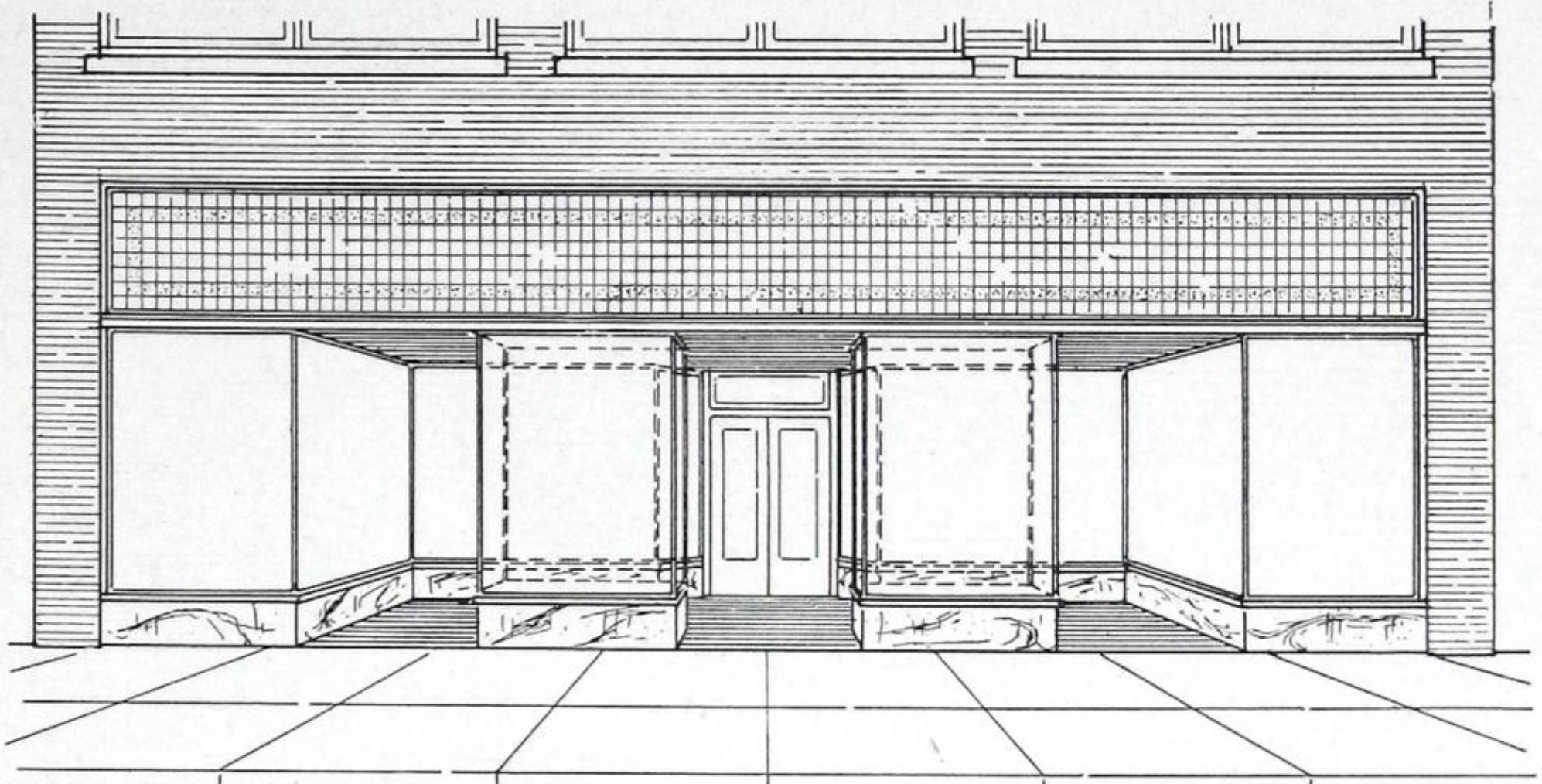


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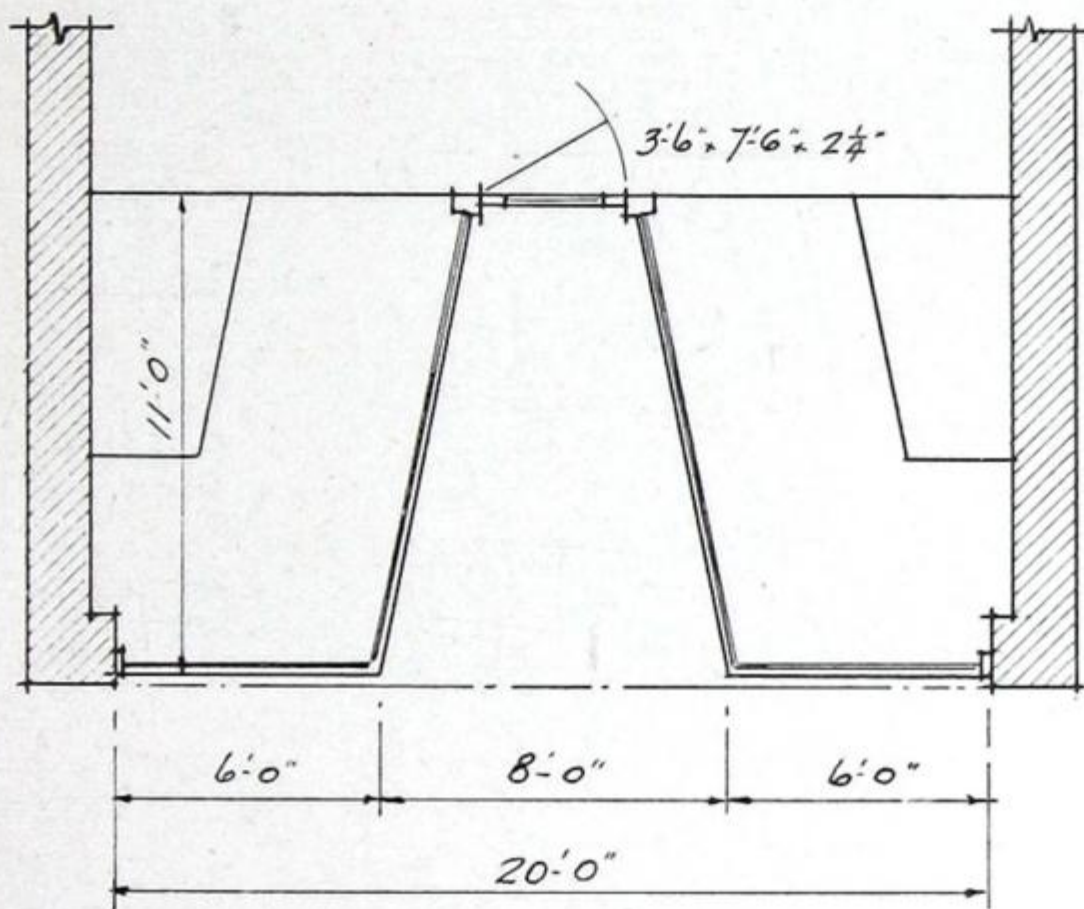
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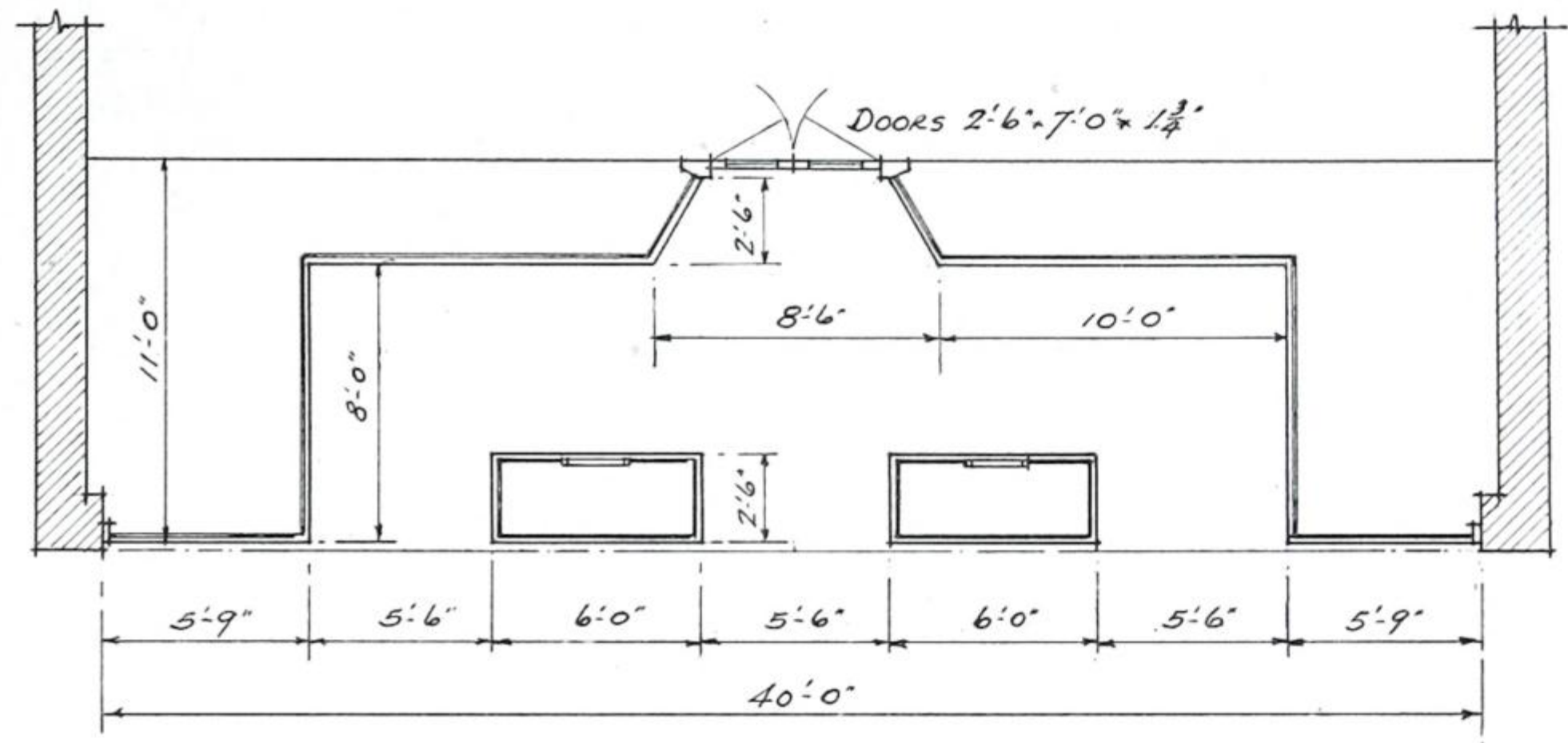
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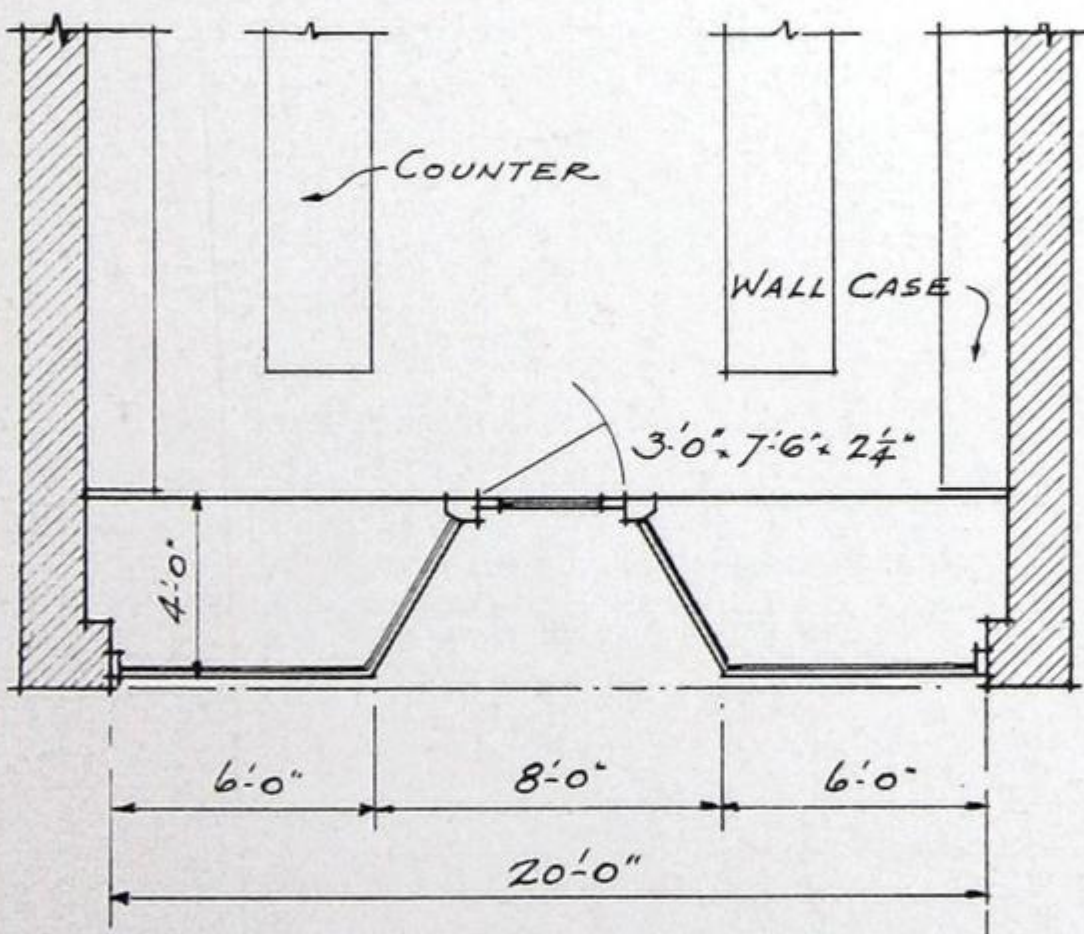
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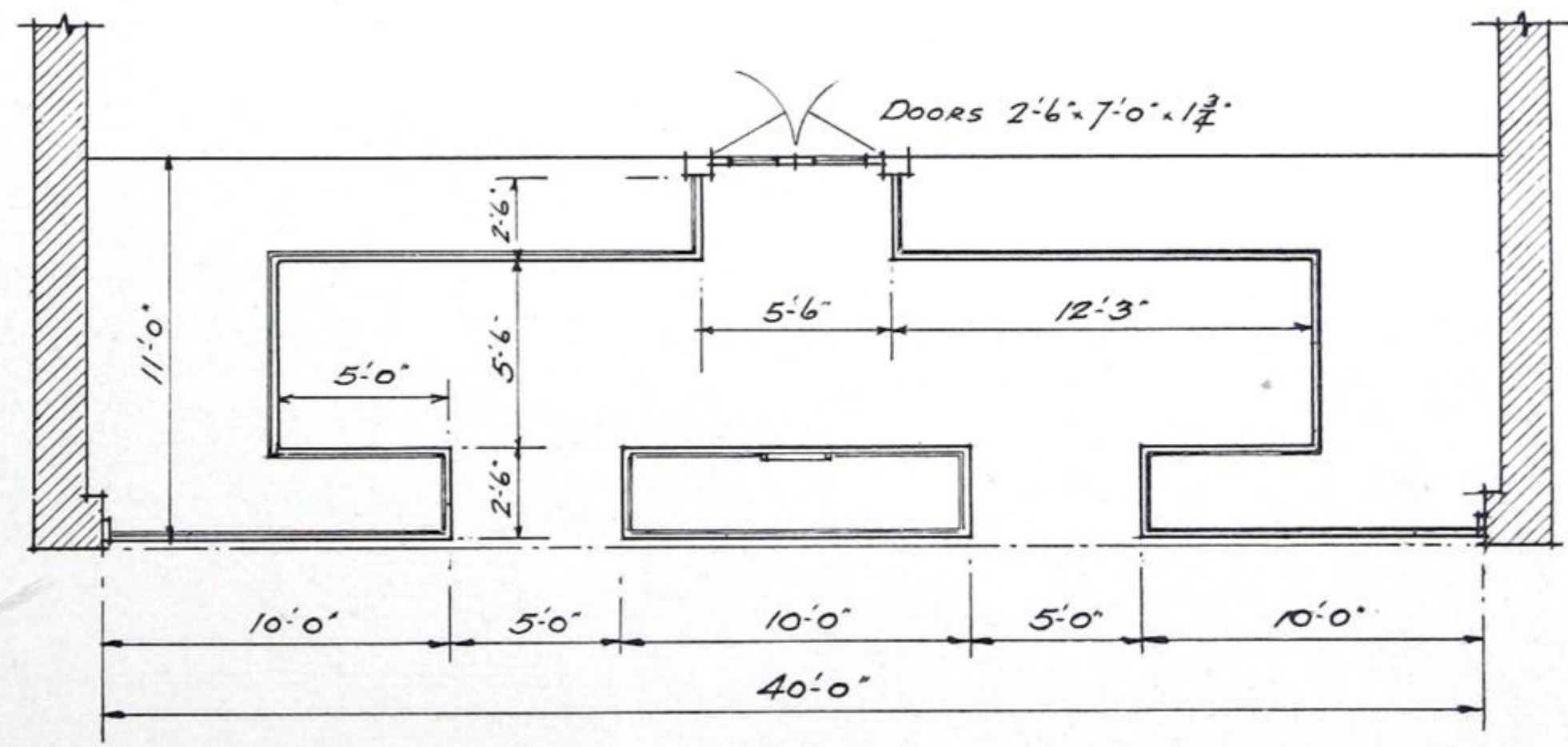
DESIGN "E"



DESIGN "F"



DESIGN "G"

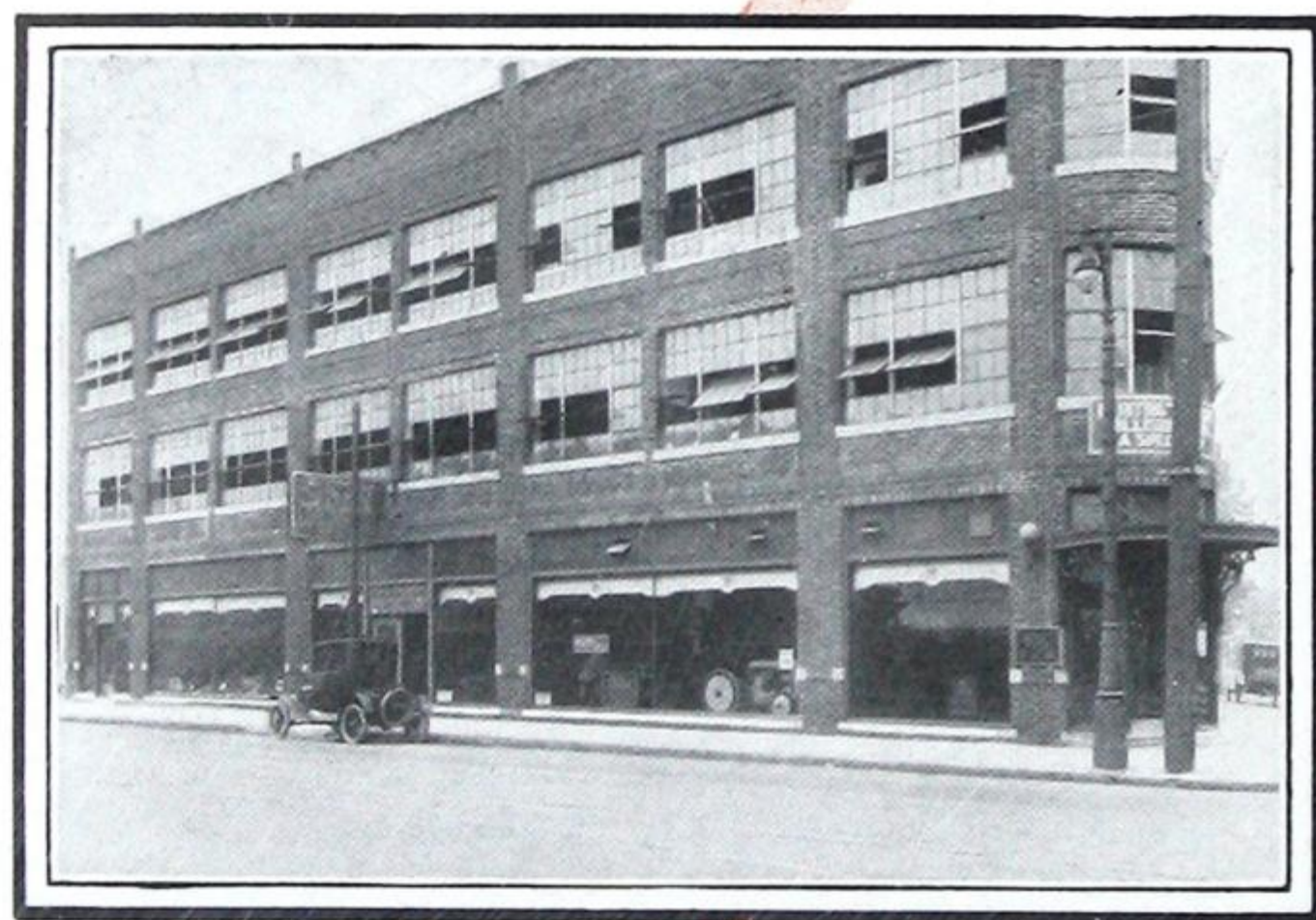


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See Pages 19-20 for Description

Desco

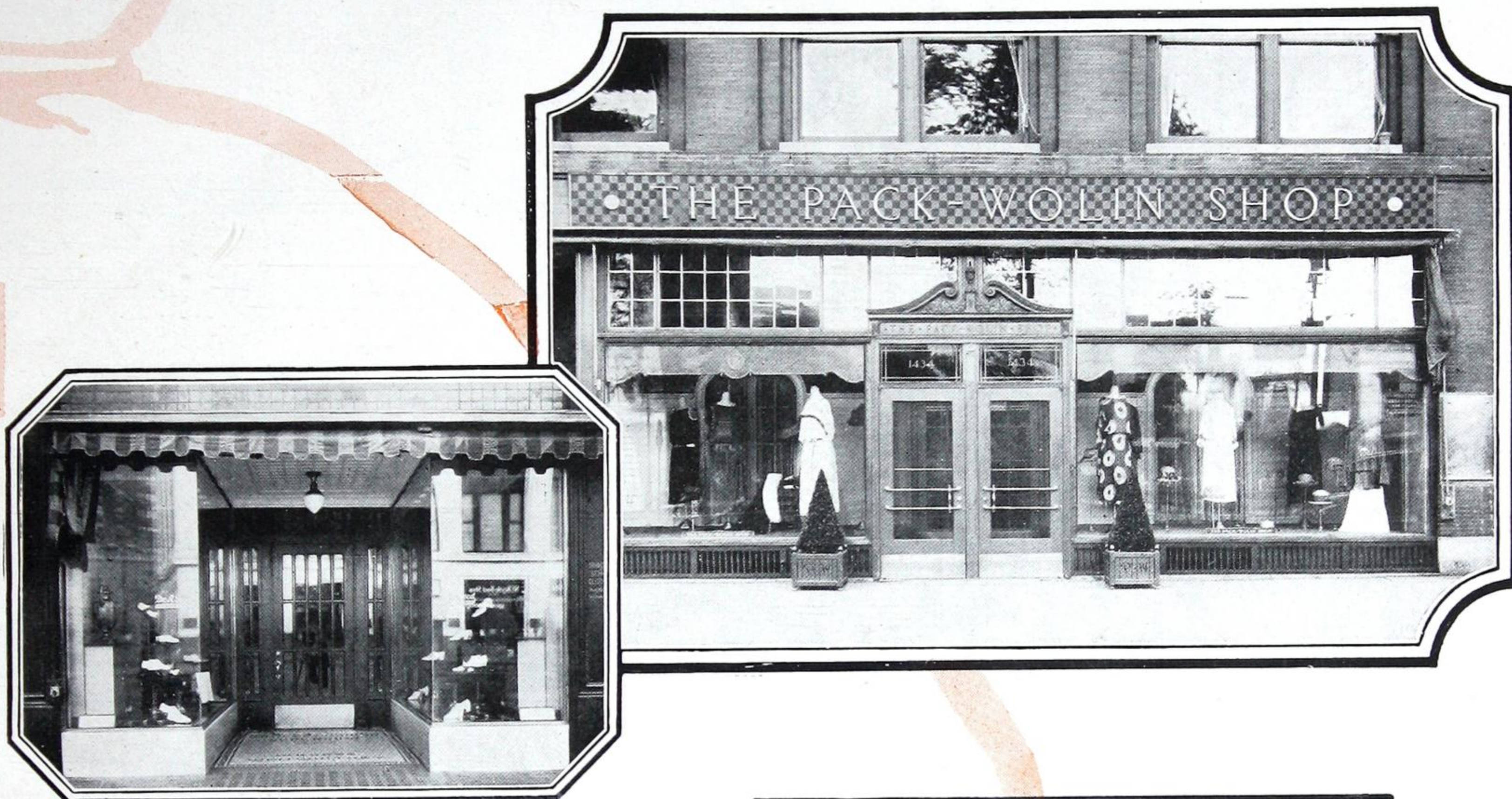
Every Old Fashioned Store Front



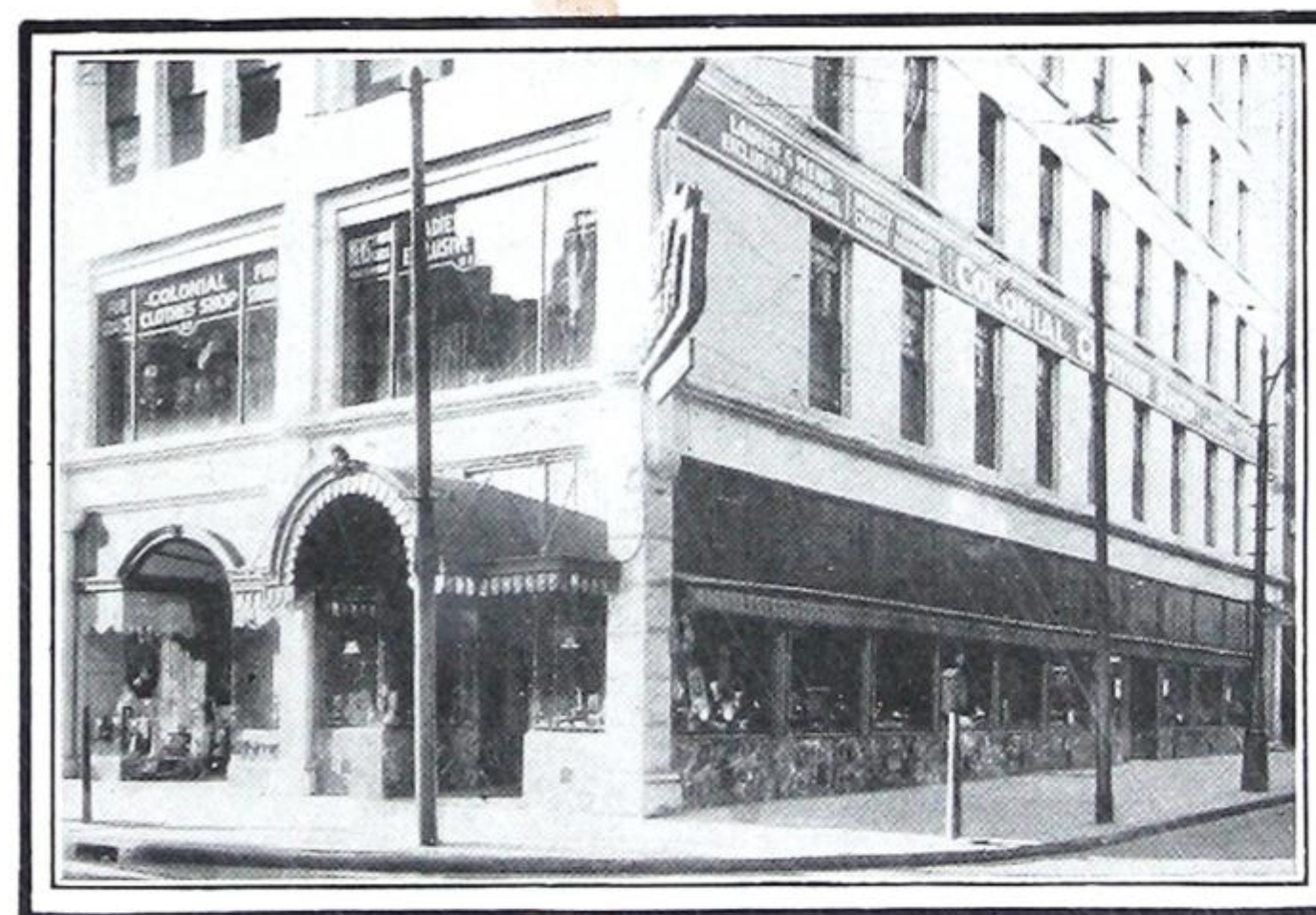
Thousands of dollars are annually spent by the retailers in your town to cause people to go into their stores. An advertisement in even a small town newspaper may cost \$15.00—it takes the store's message to, say 1200 people—once! If a prospective customer fails to read that particular advertisement its cost is absolutely thrown away as far as that prospect is concerned. A modern "Desco" store front, on the other hand, is installed today and stands there day after day, month after month, year after year, at a daily cost of but a few cents and it advertises to hundreds of people daily. Every retailer you talk to can be made to see the economy of a modern store front.

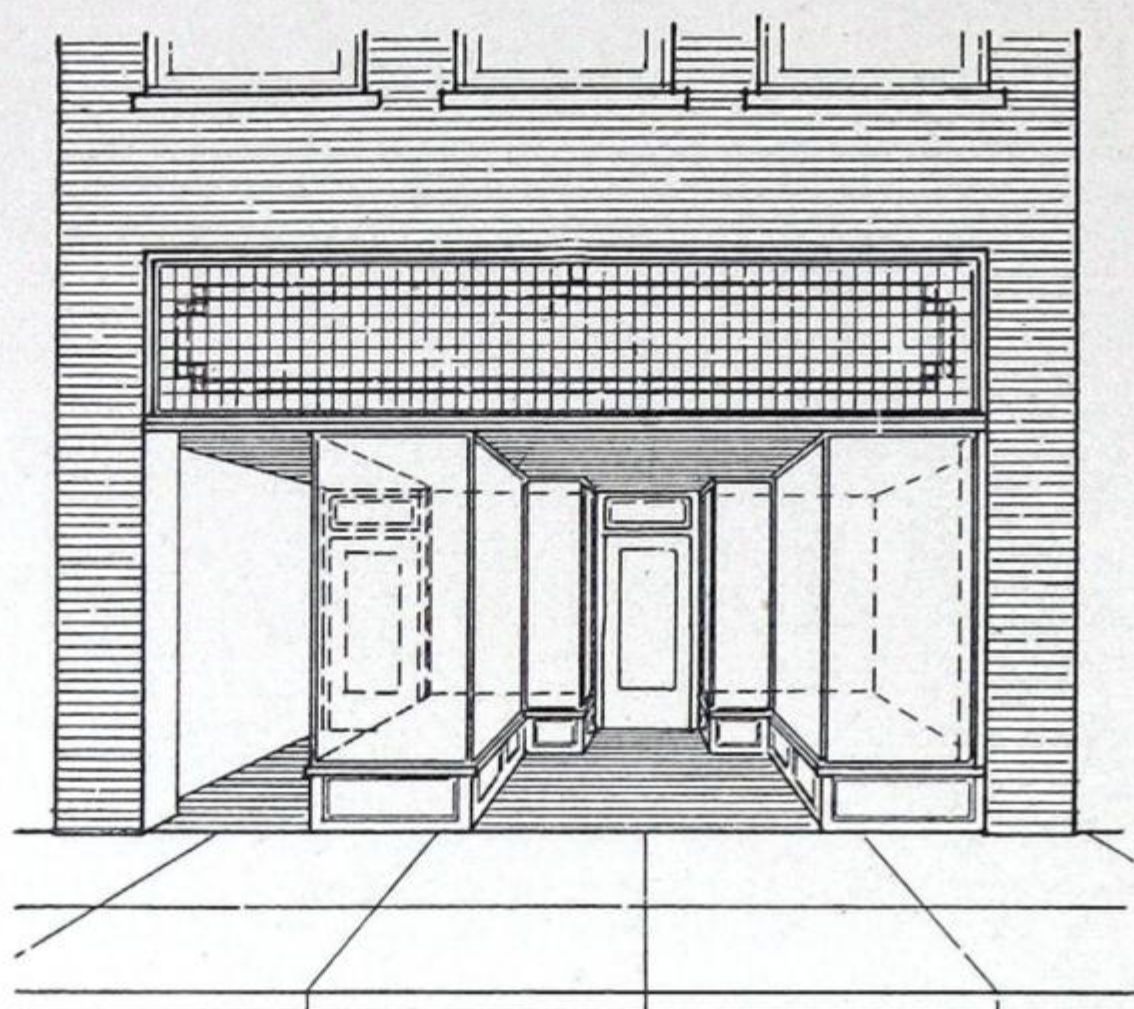
Desco

Means a Prospect for You

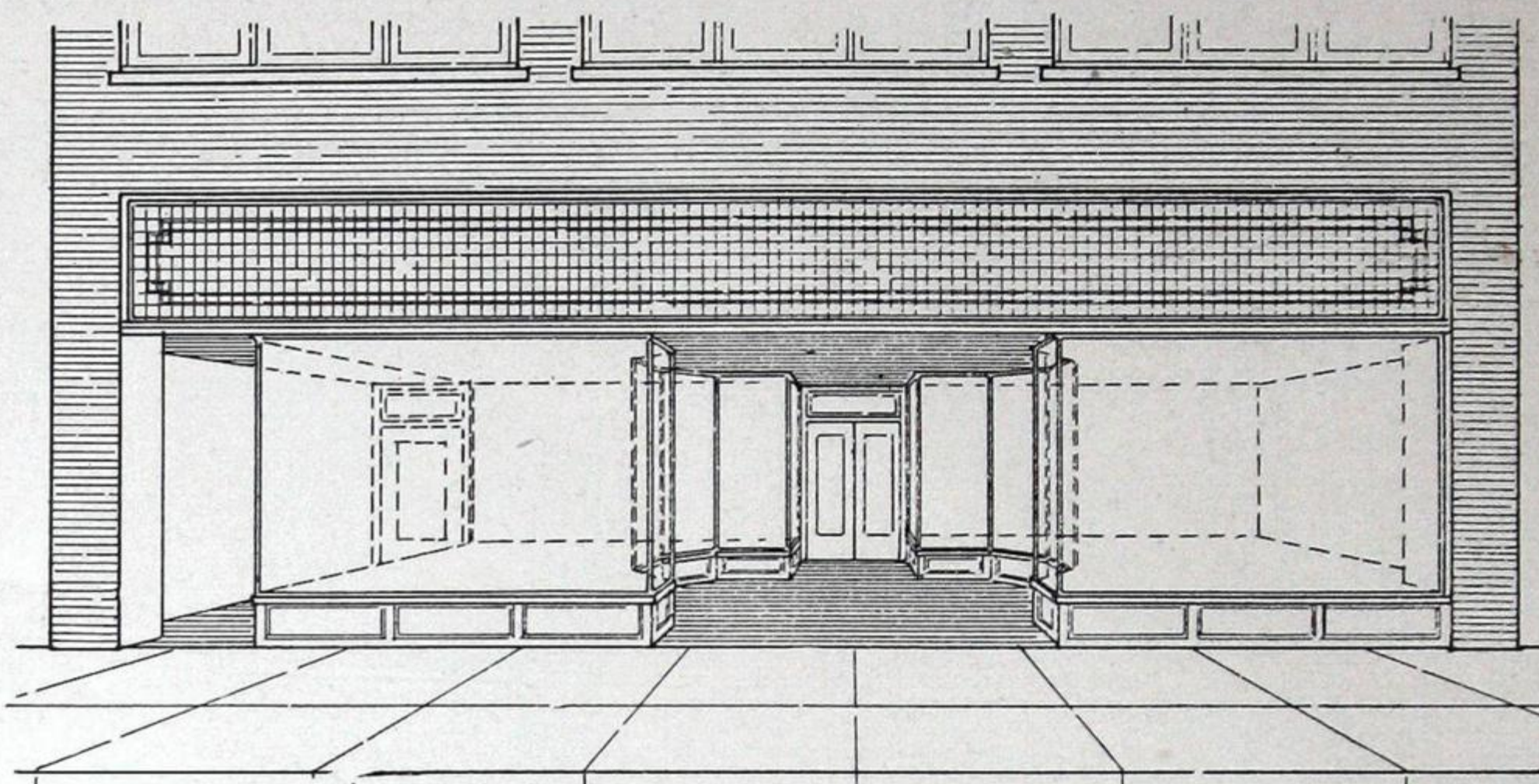


A retailer who conducts his business without a modern store front is actually paying for it just the same, because he is losing the profit on the extra sales it would make which more than offset the daily cost of modern display windows. It is extravagant to economize on any method that tends to attract more people into the store. This fact opens a big and profitable avenue of profits for you.

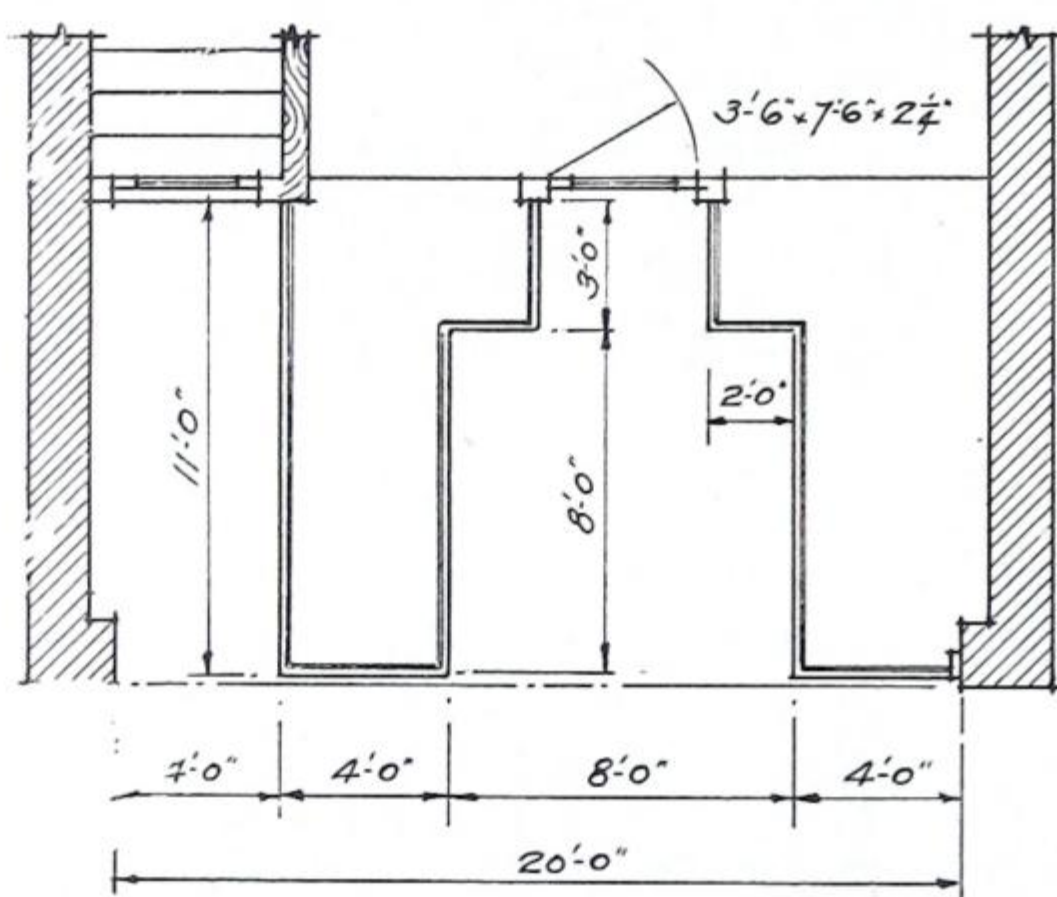




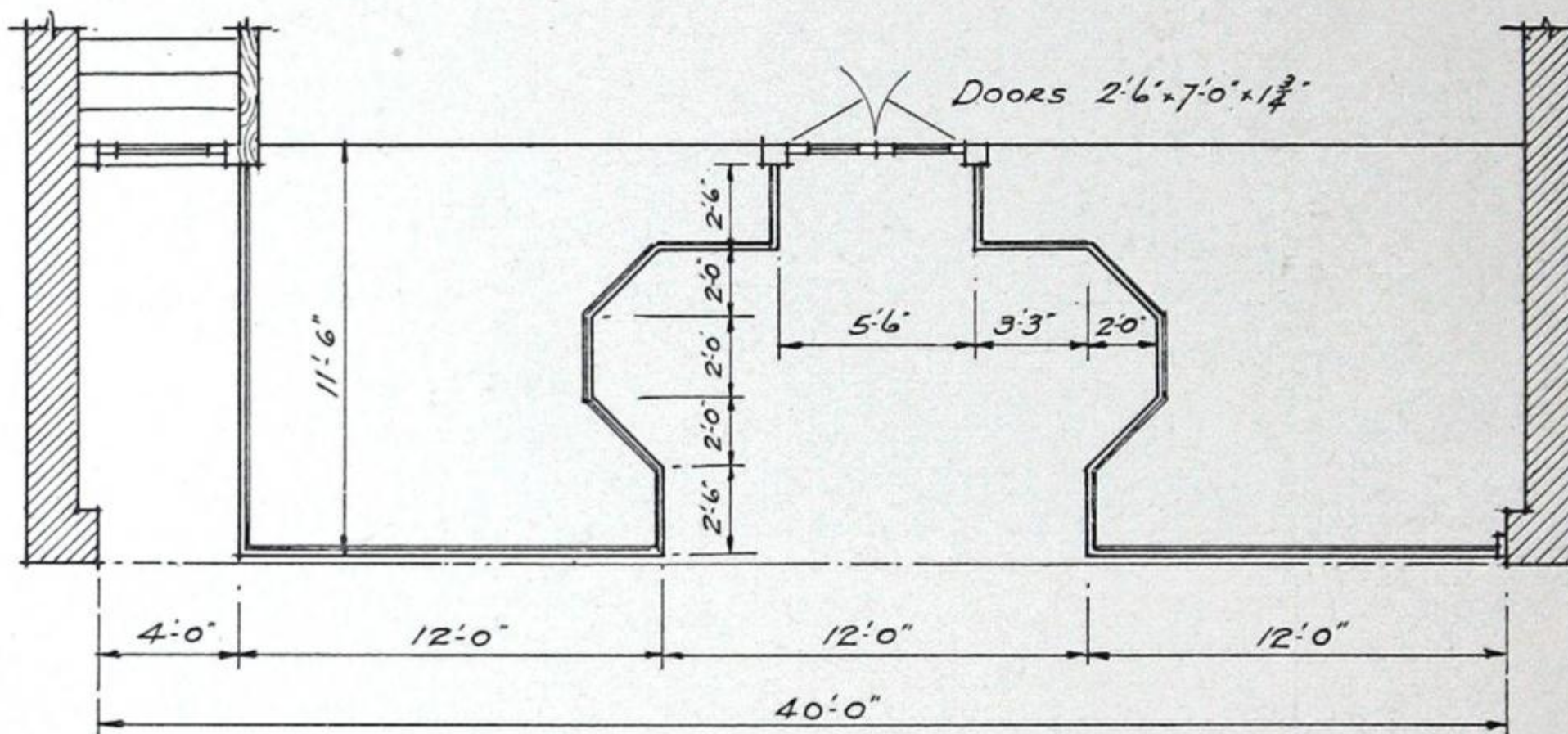
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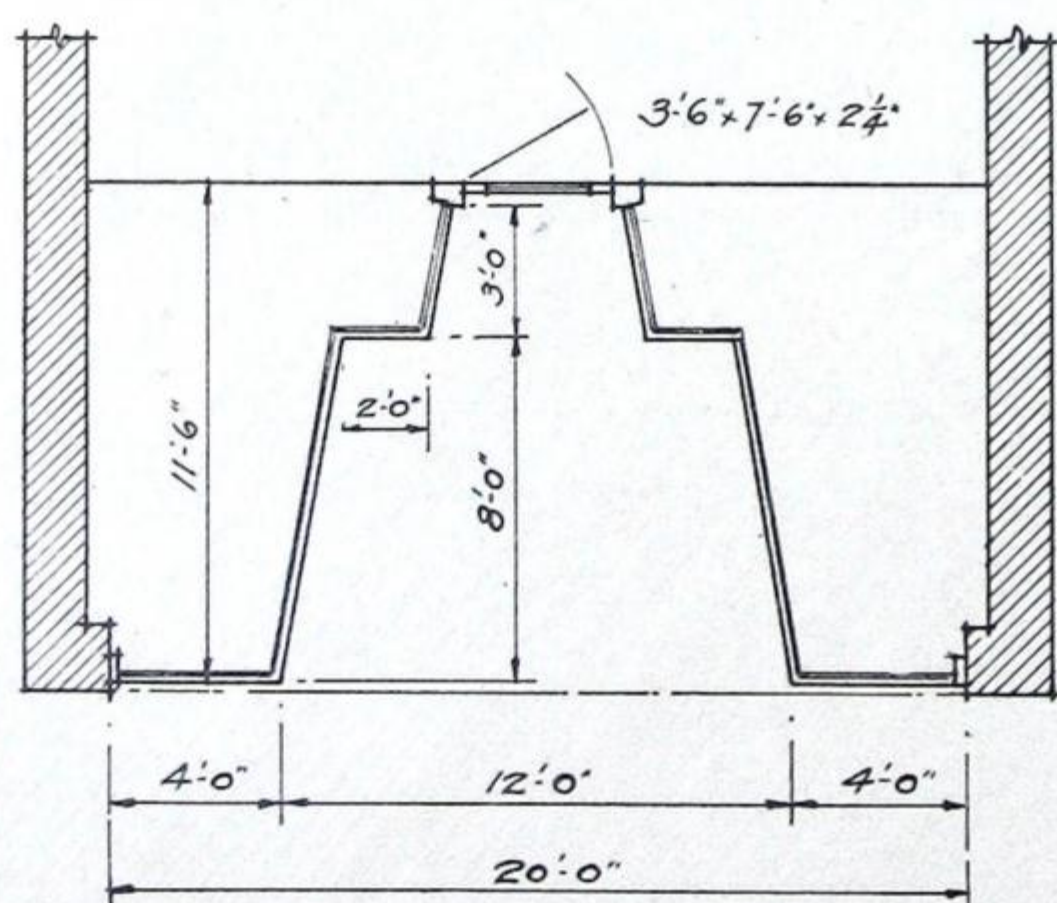
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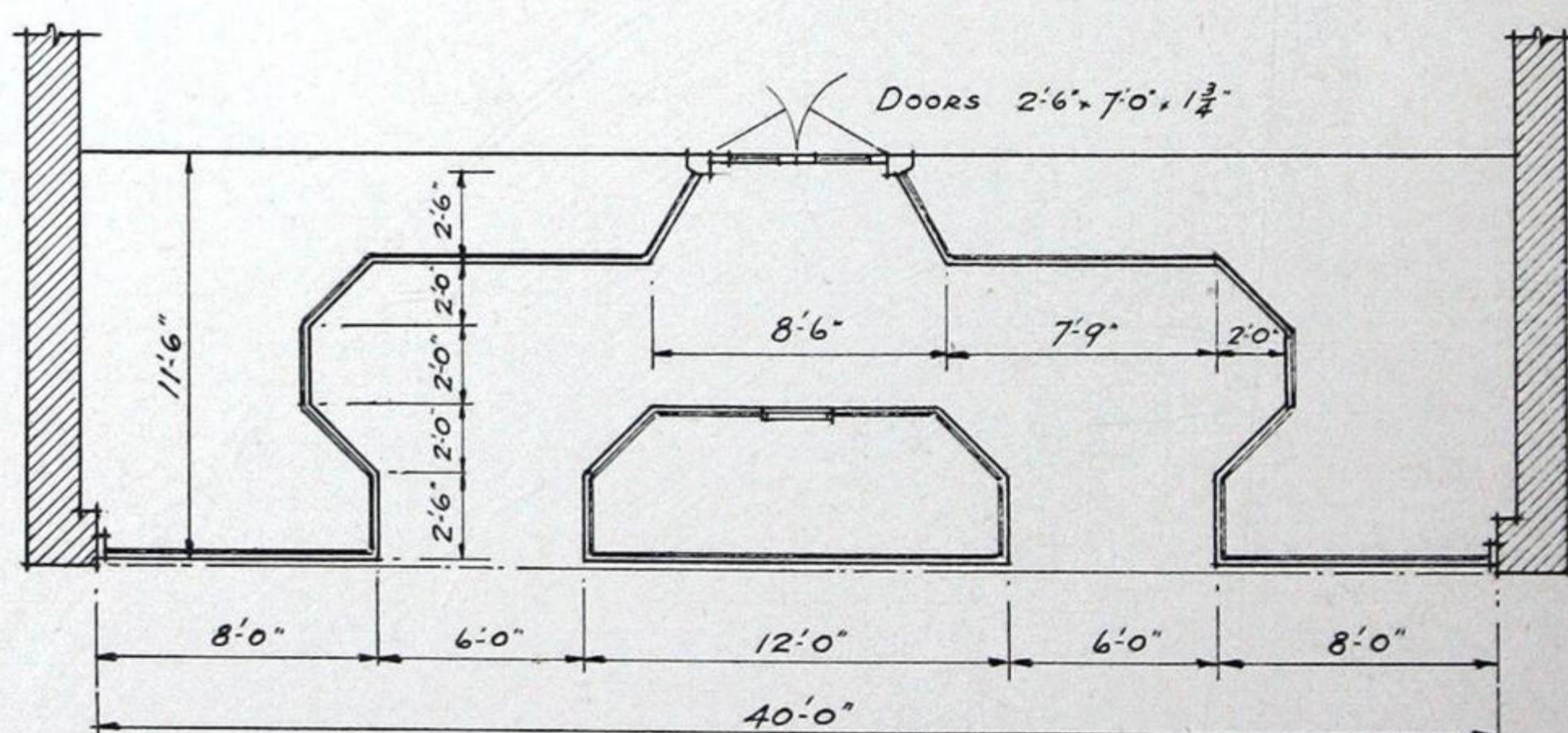
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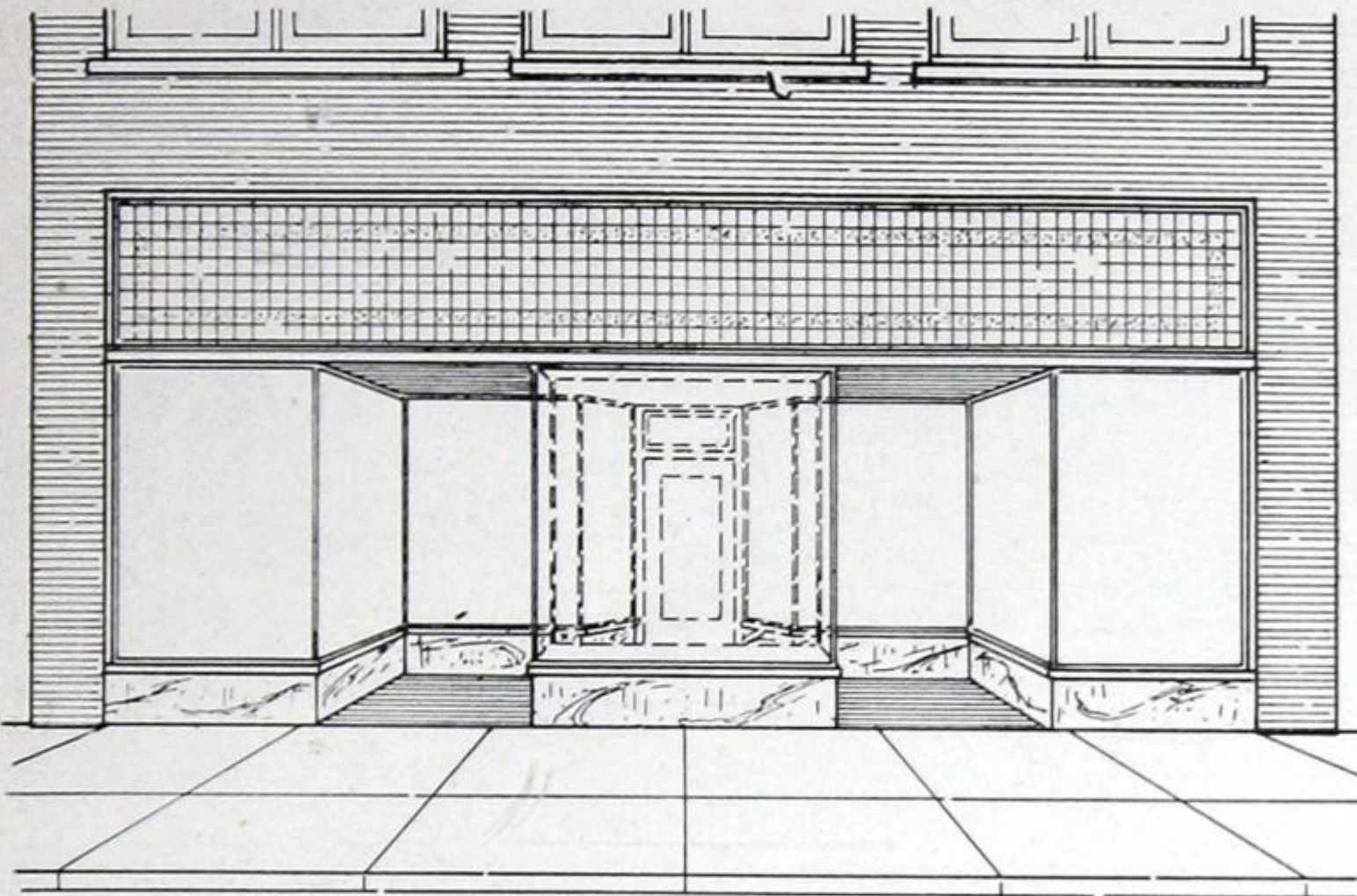


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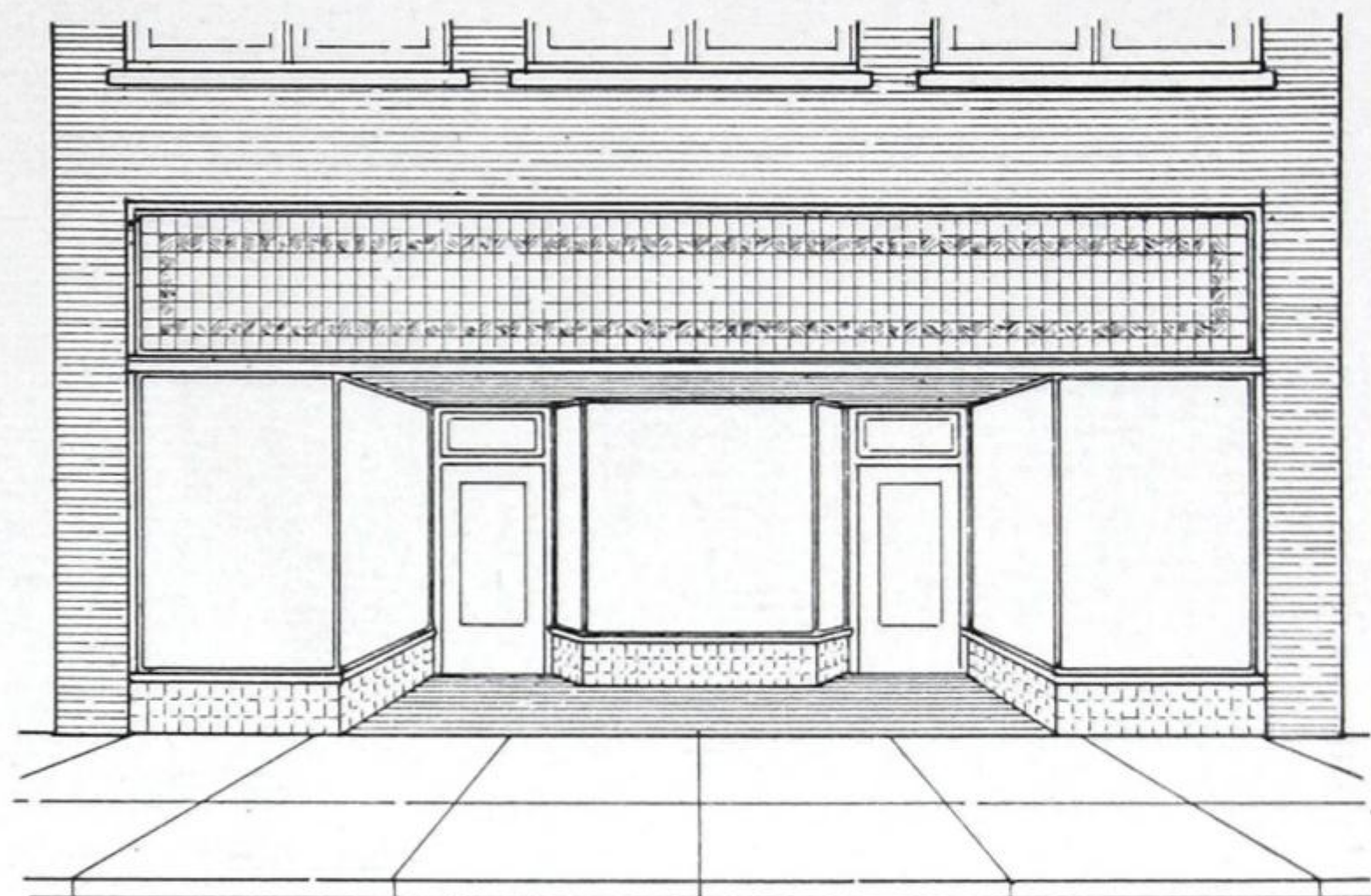


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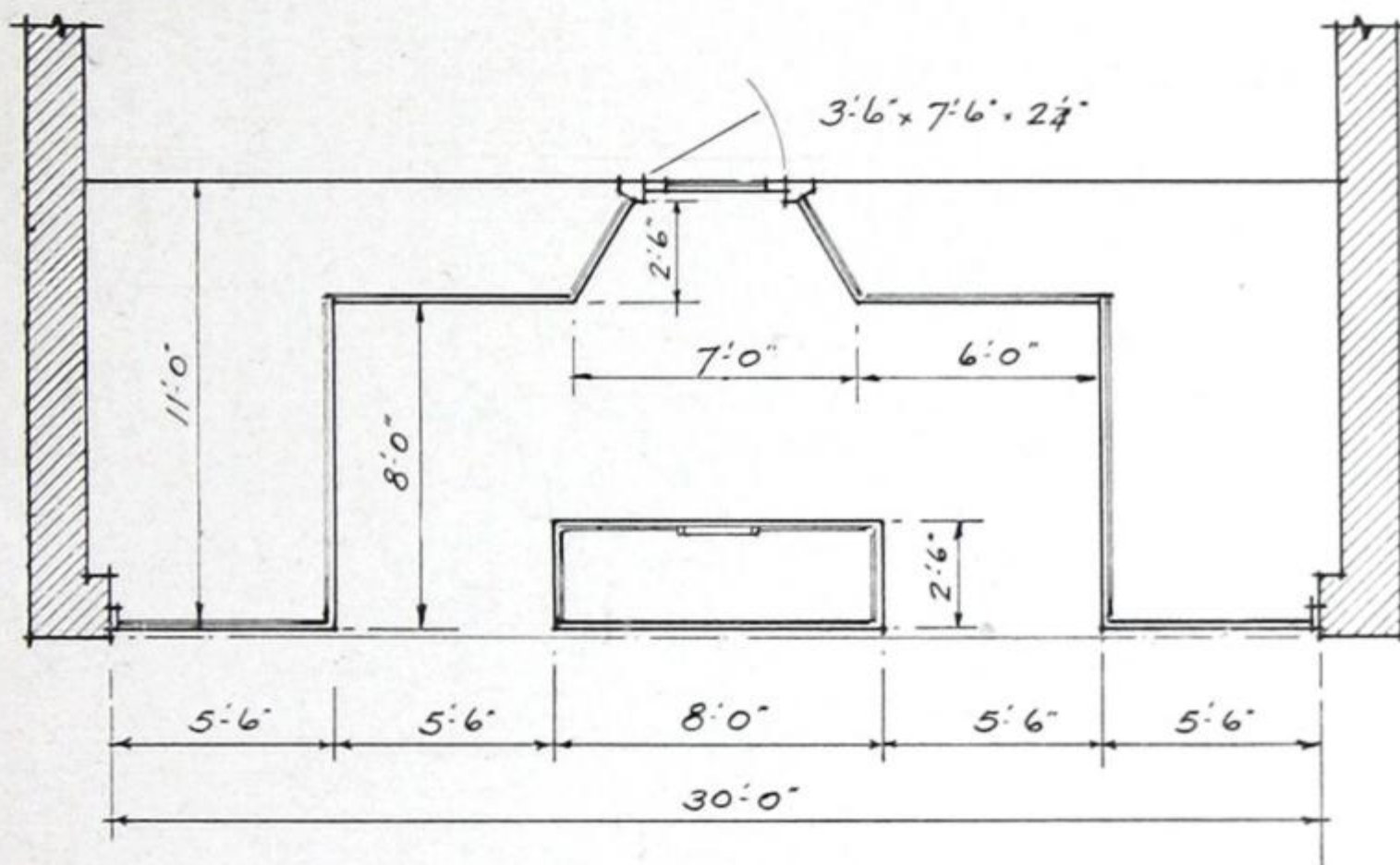
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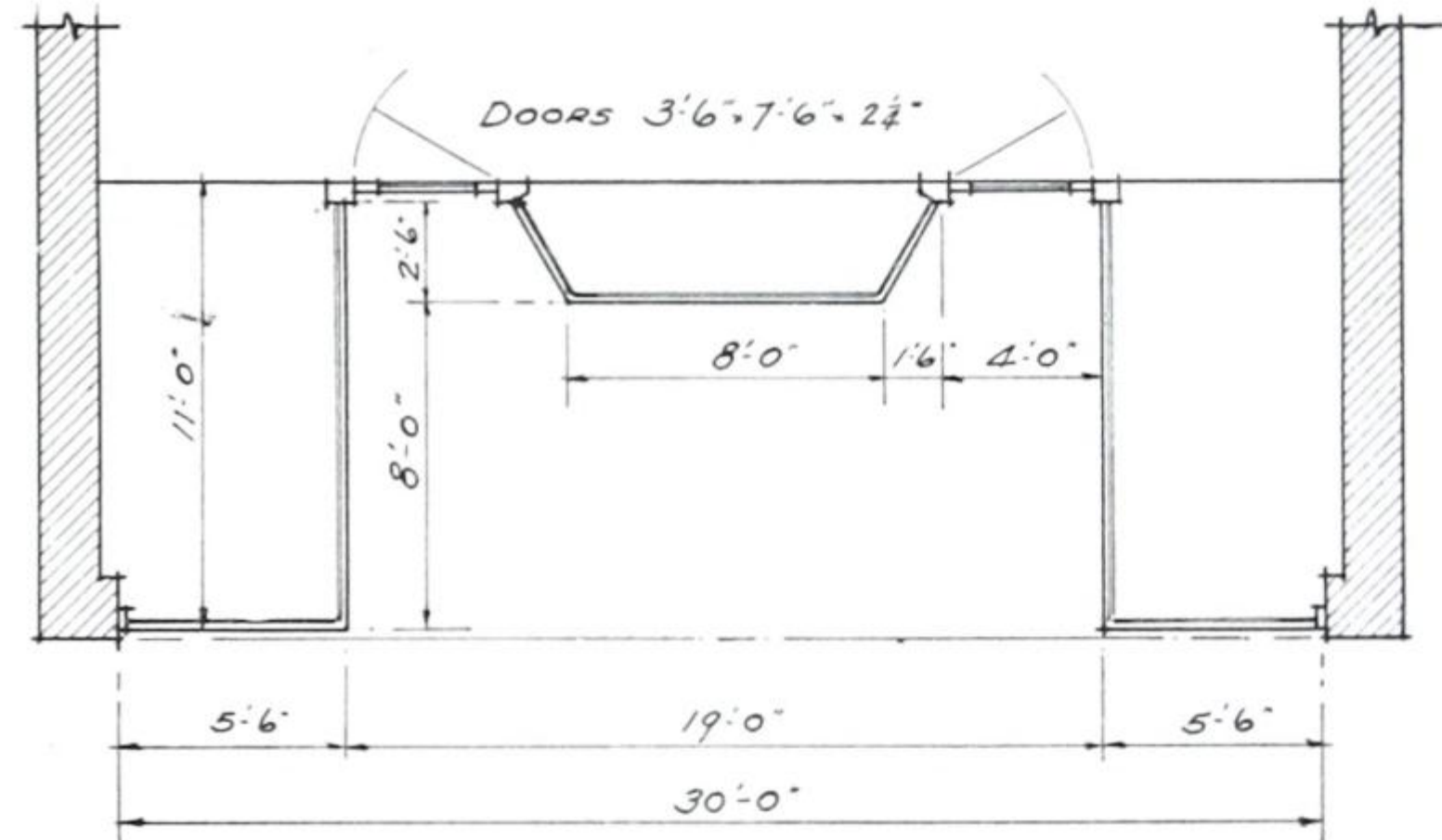
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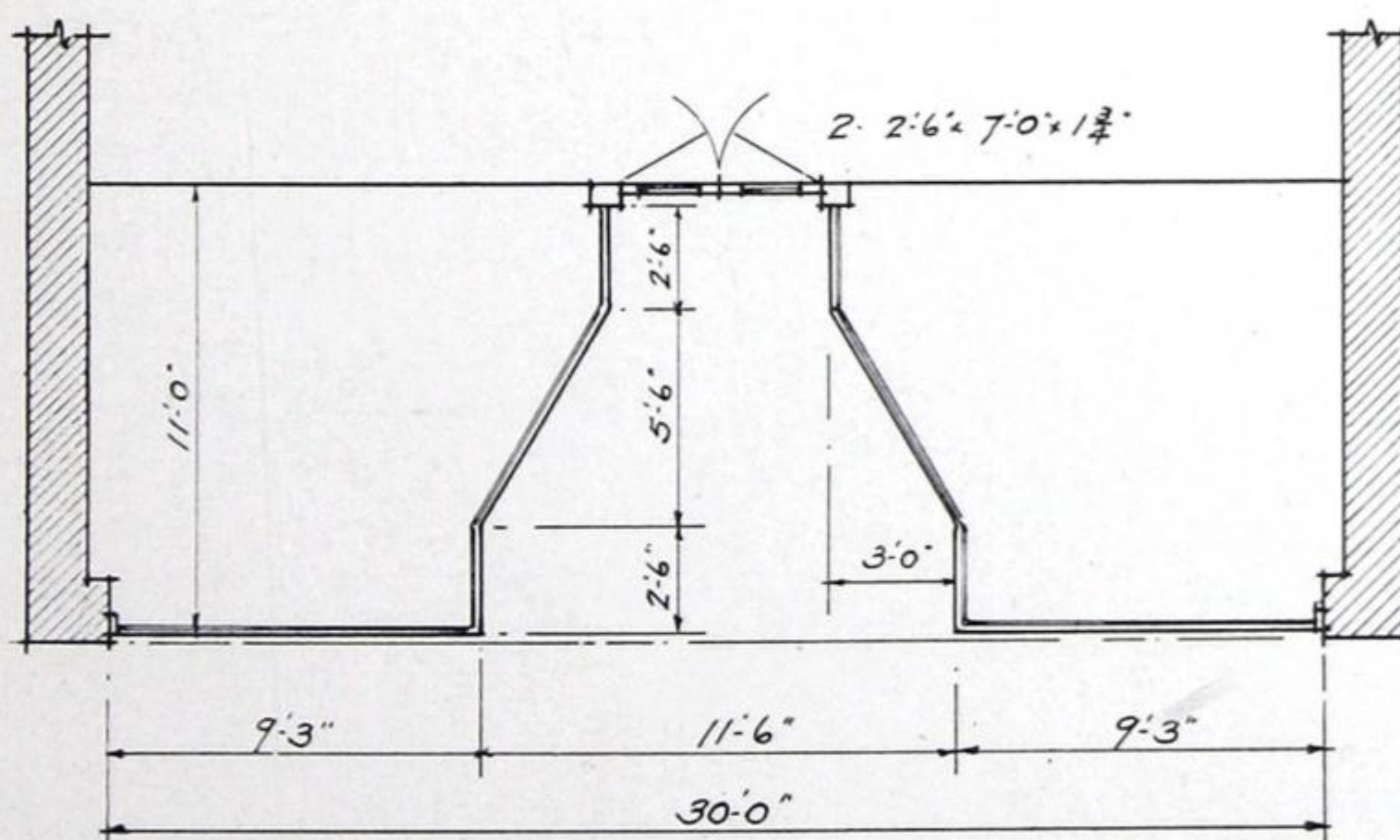
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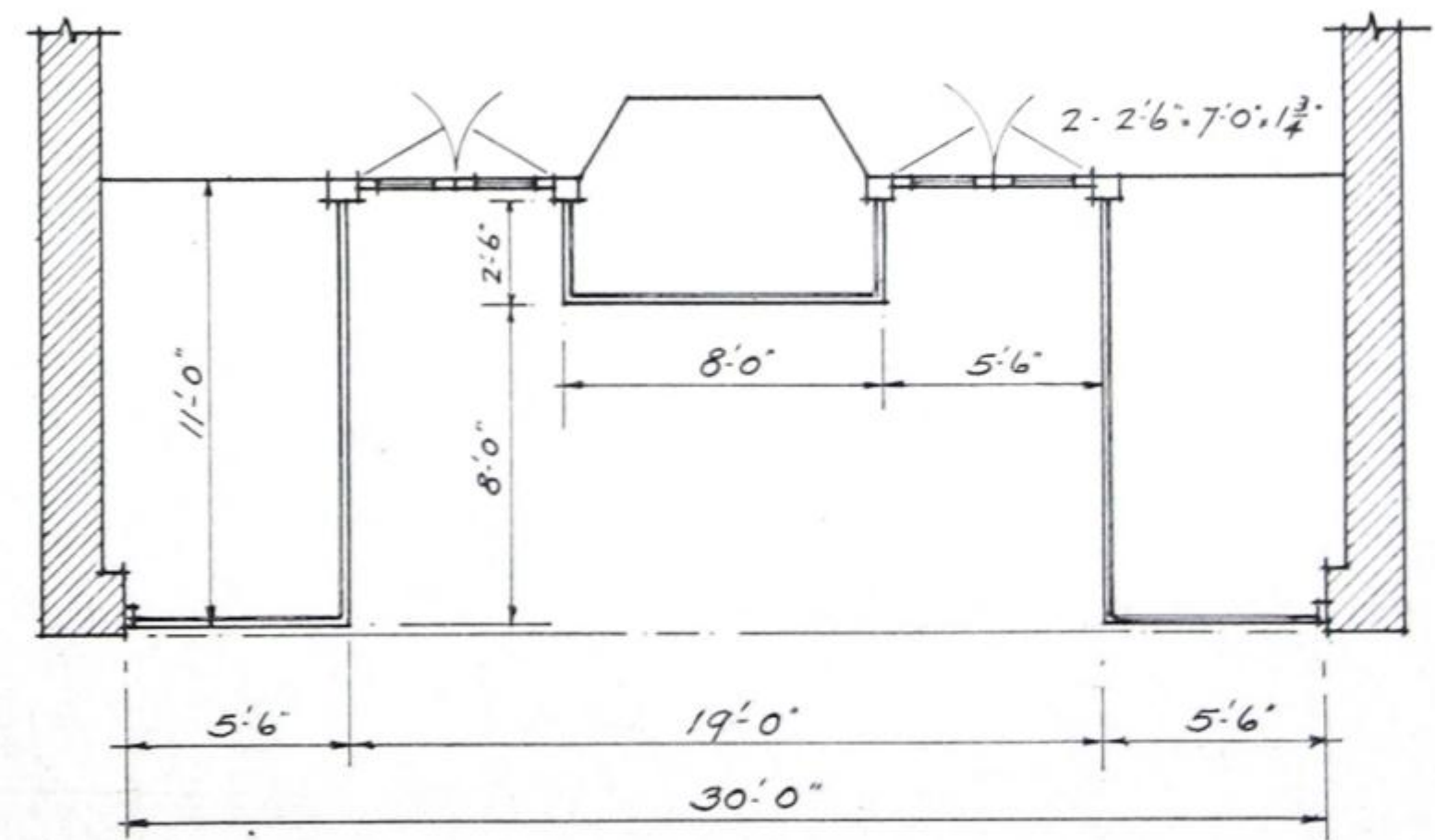
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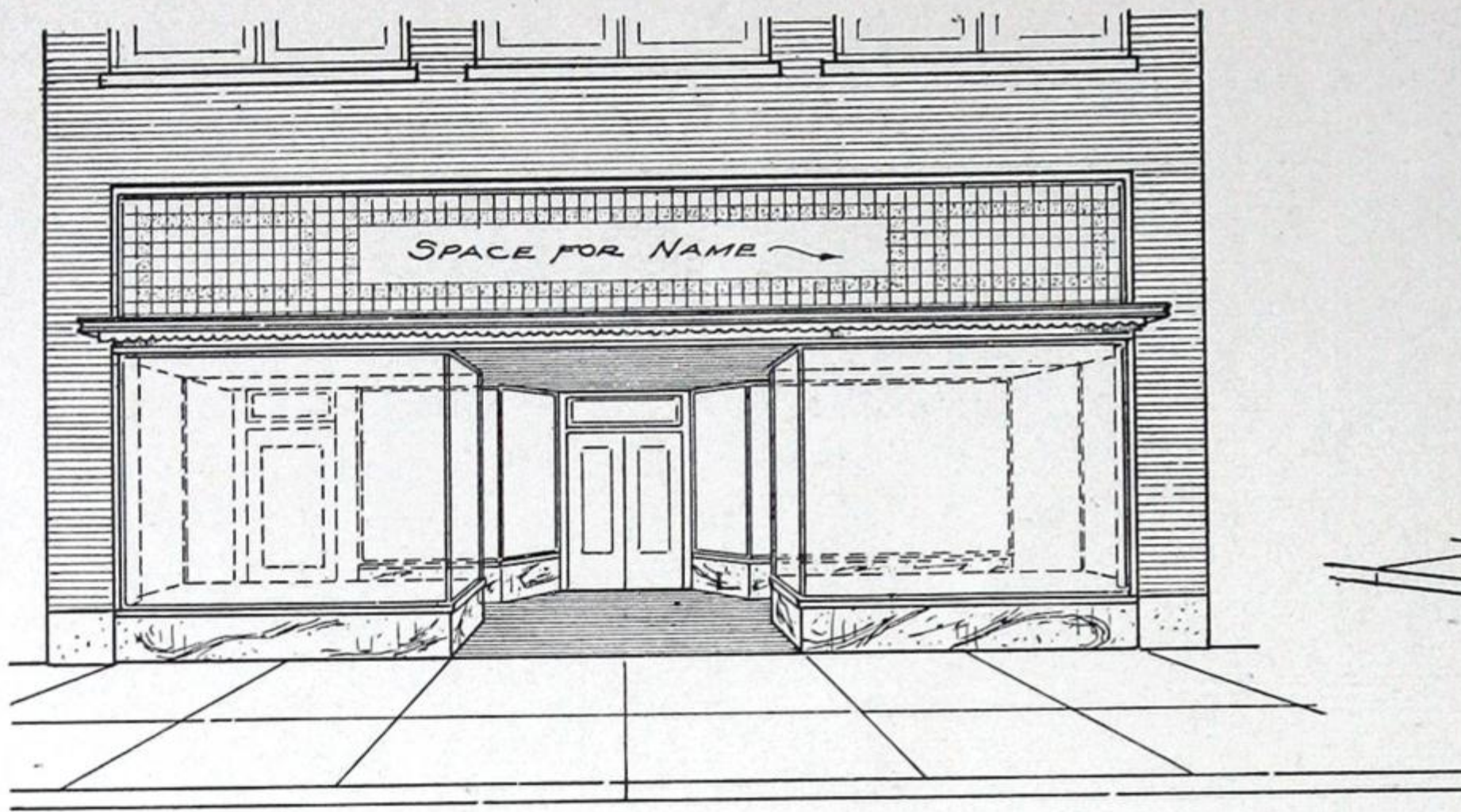


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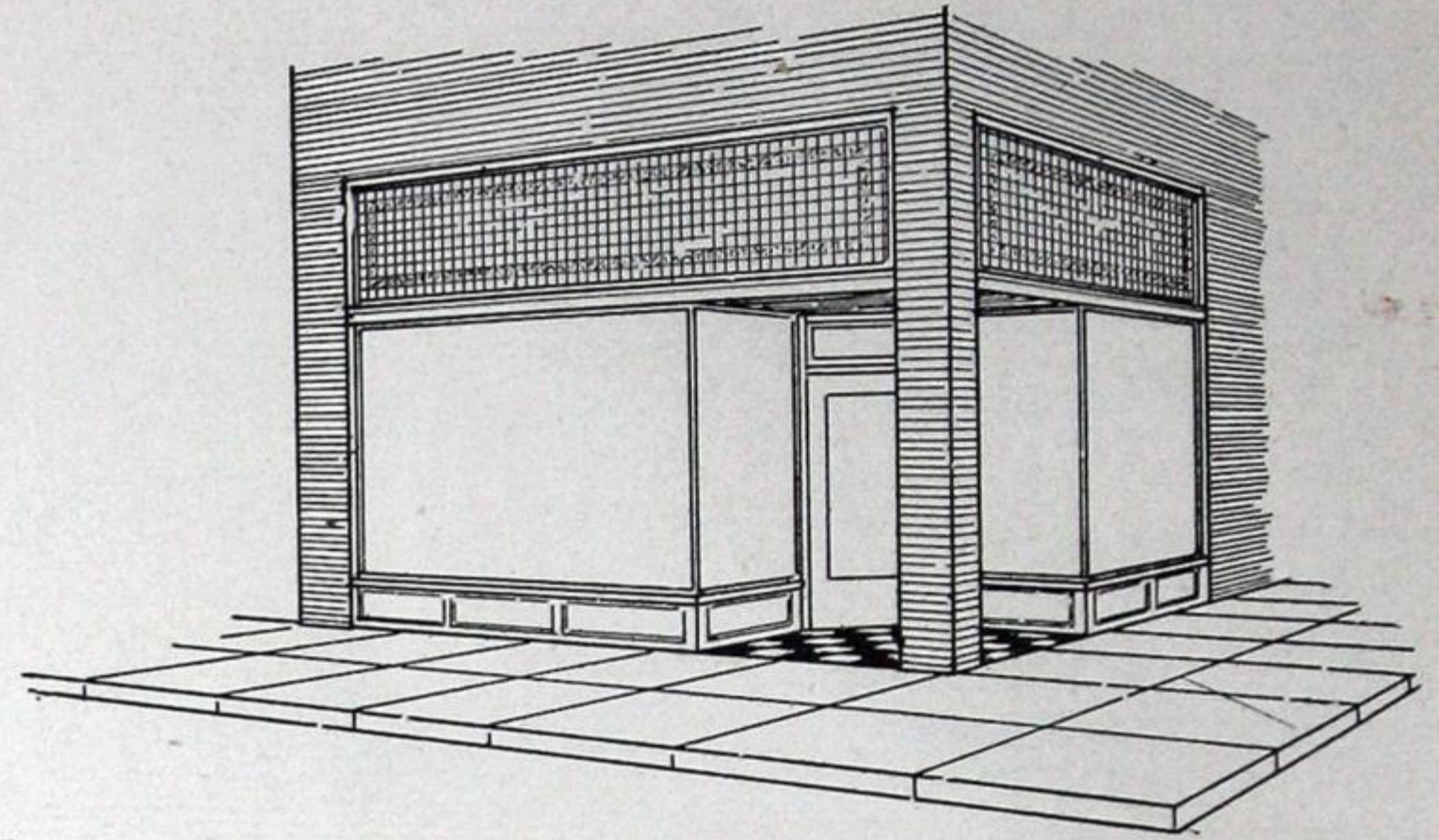


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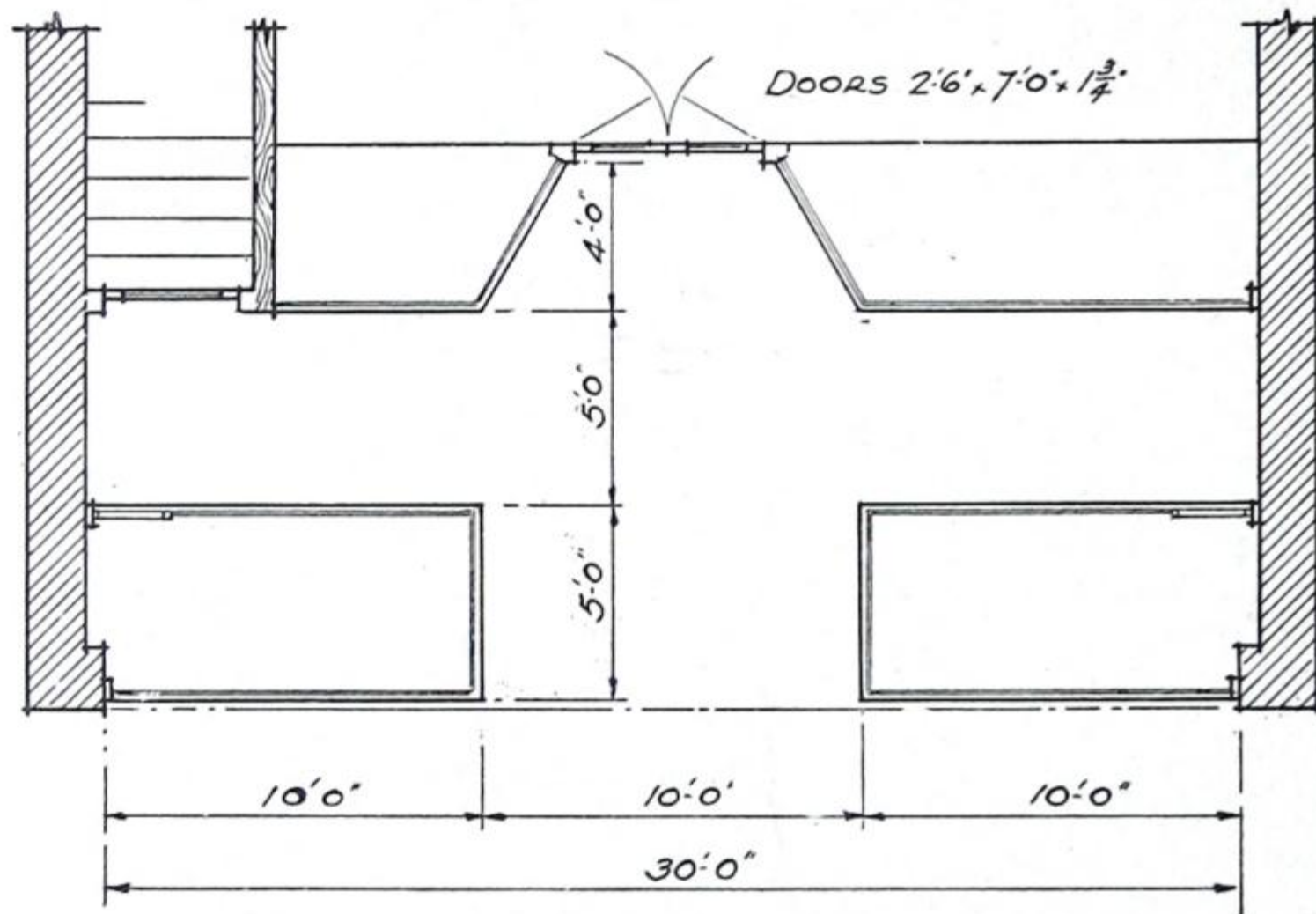
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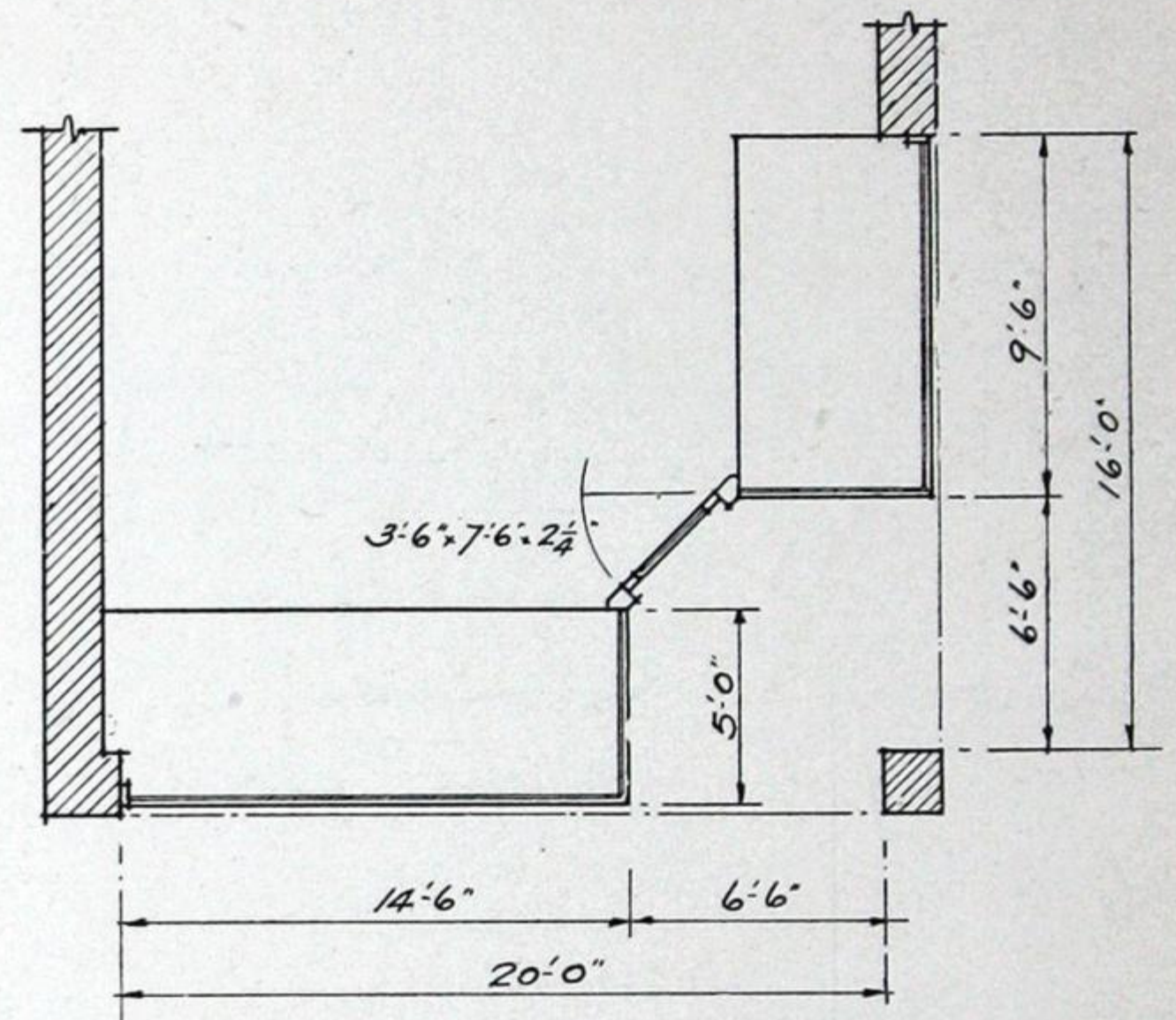
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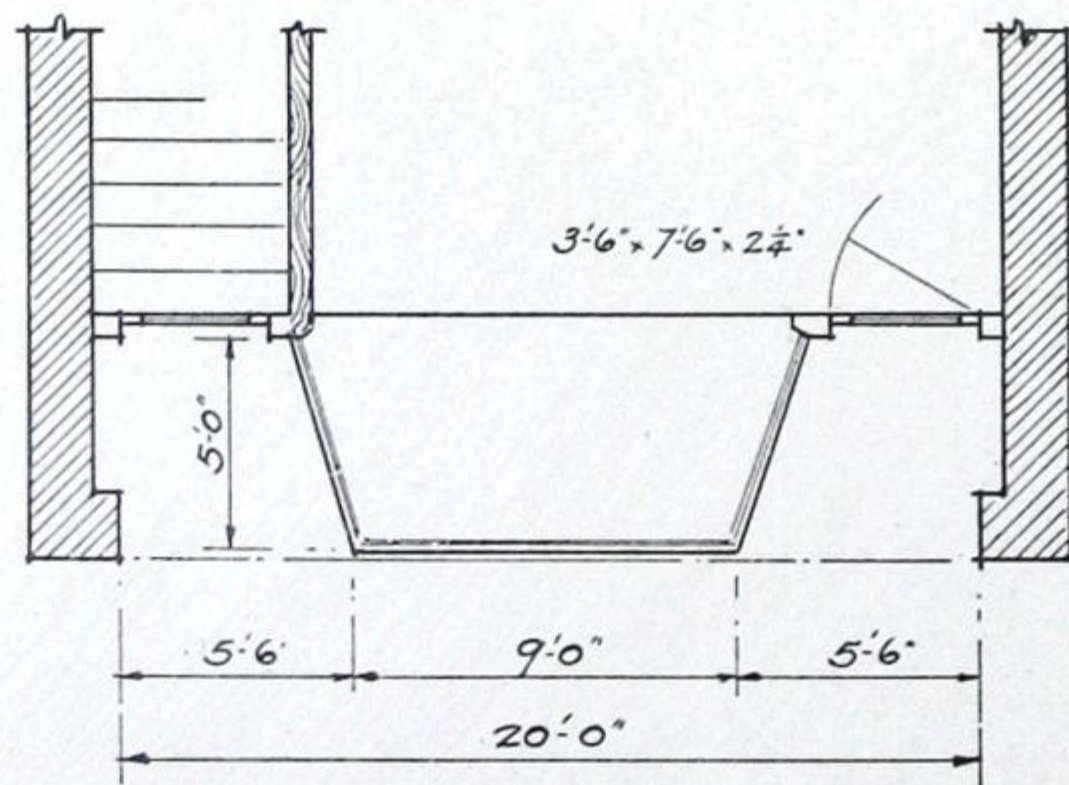
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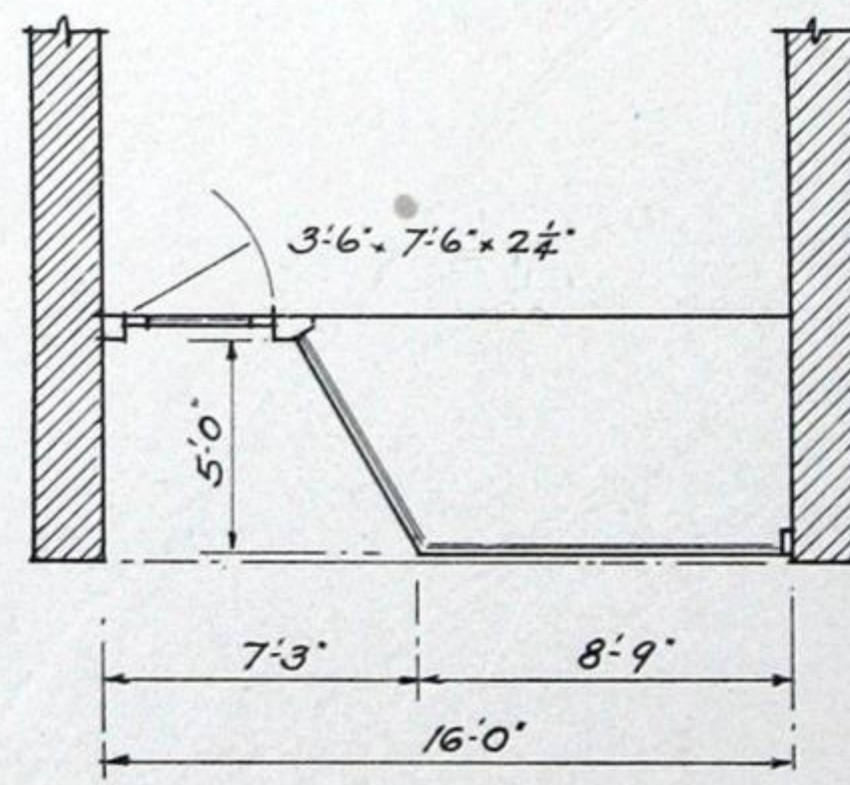
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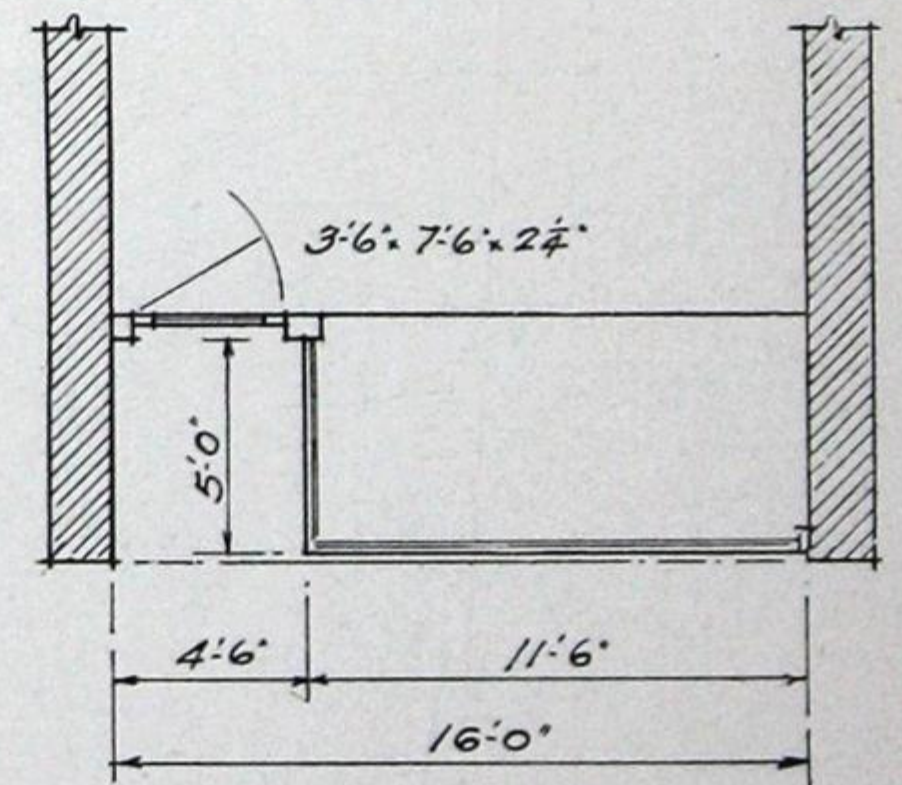
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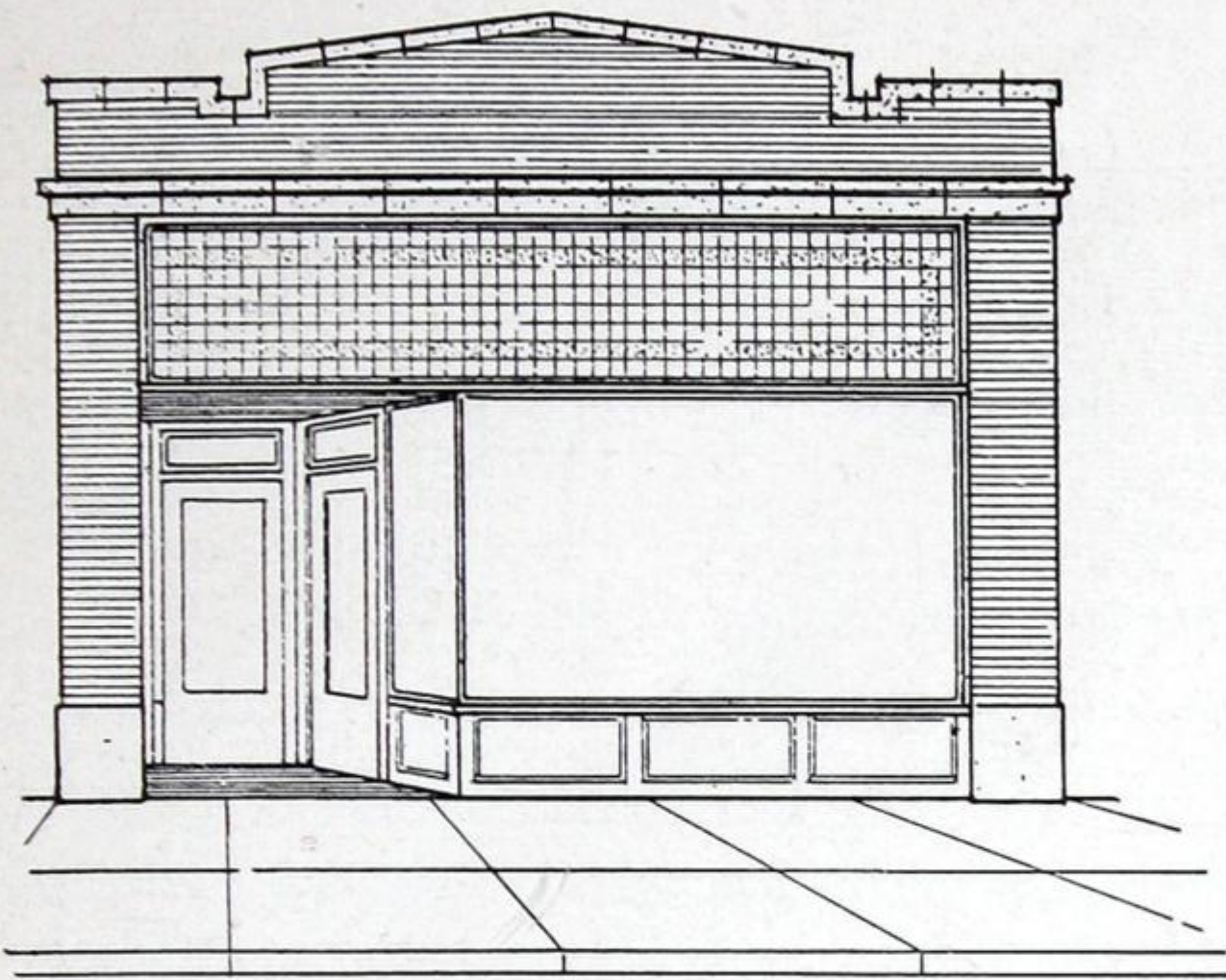


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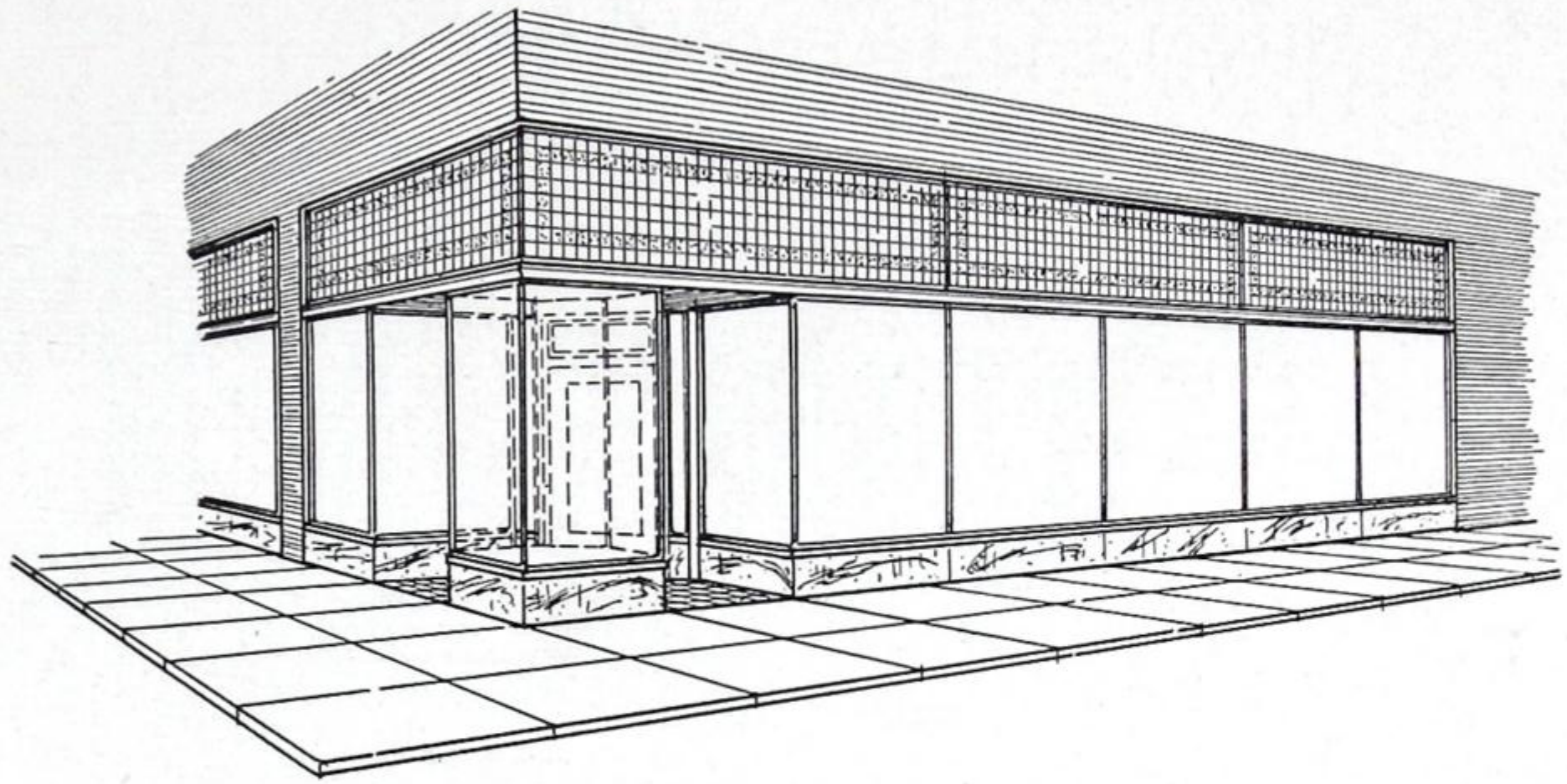


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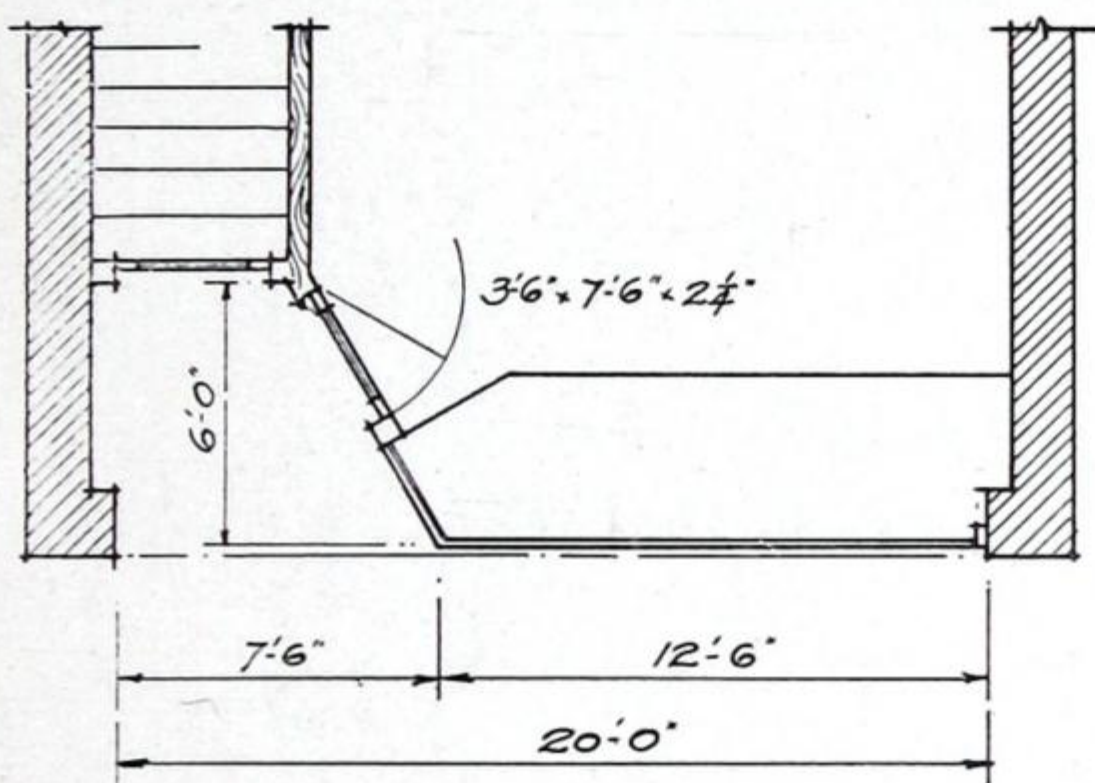
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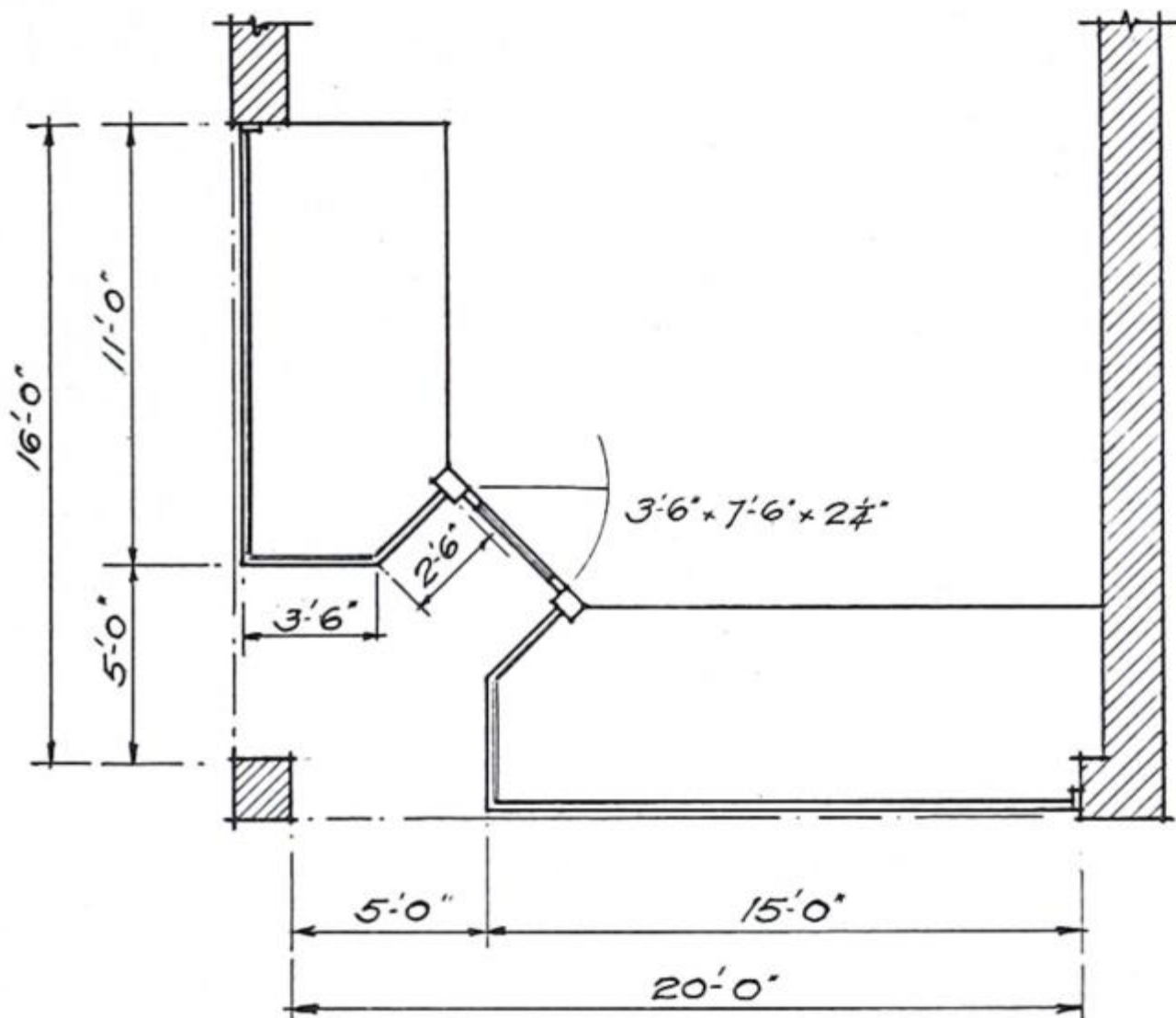
ELEVATION "V"



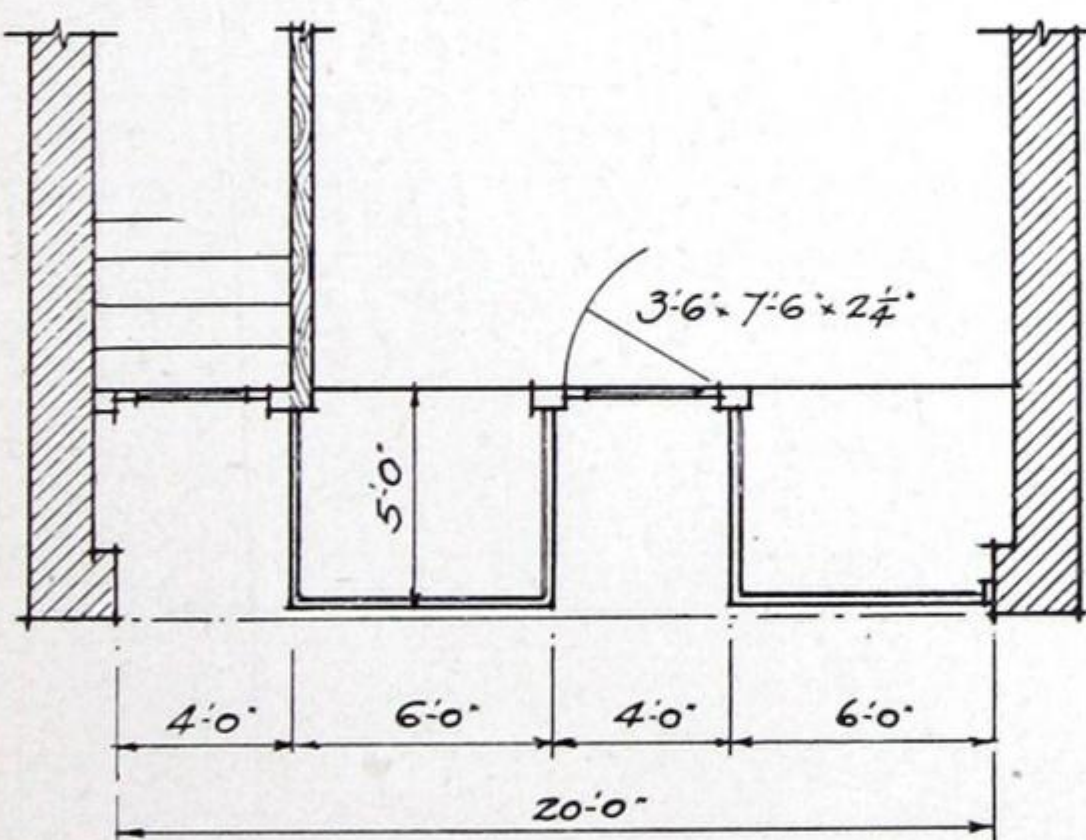
ELEVATION "Y"



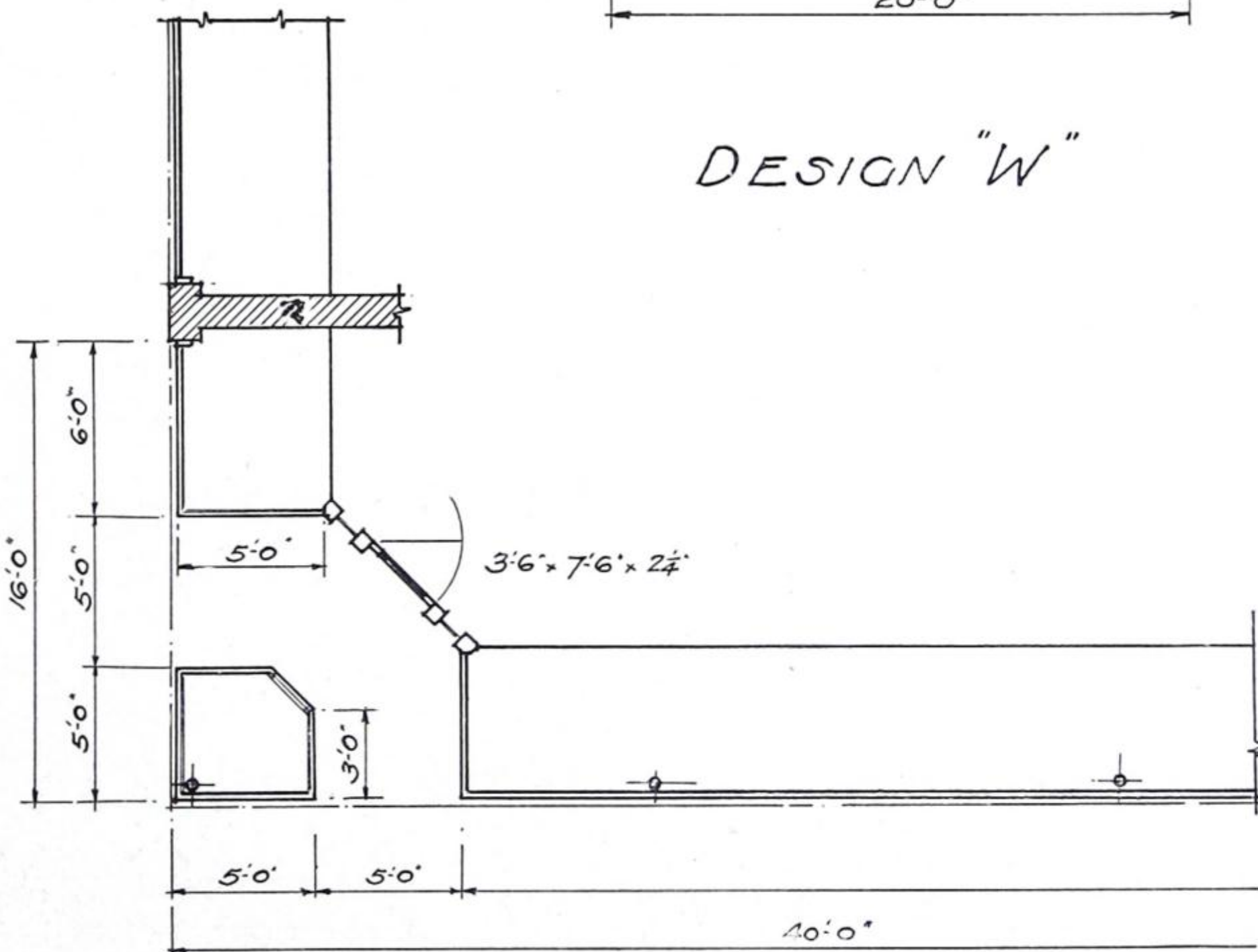
DESIGN "V"



DESIGN "W"

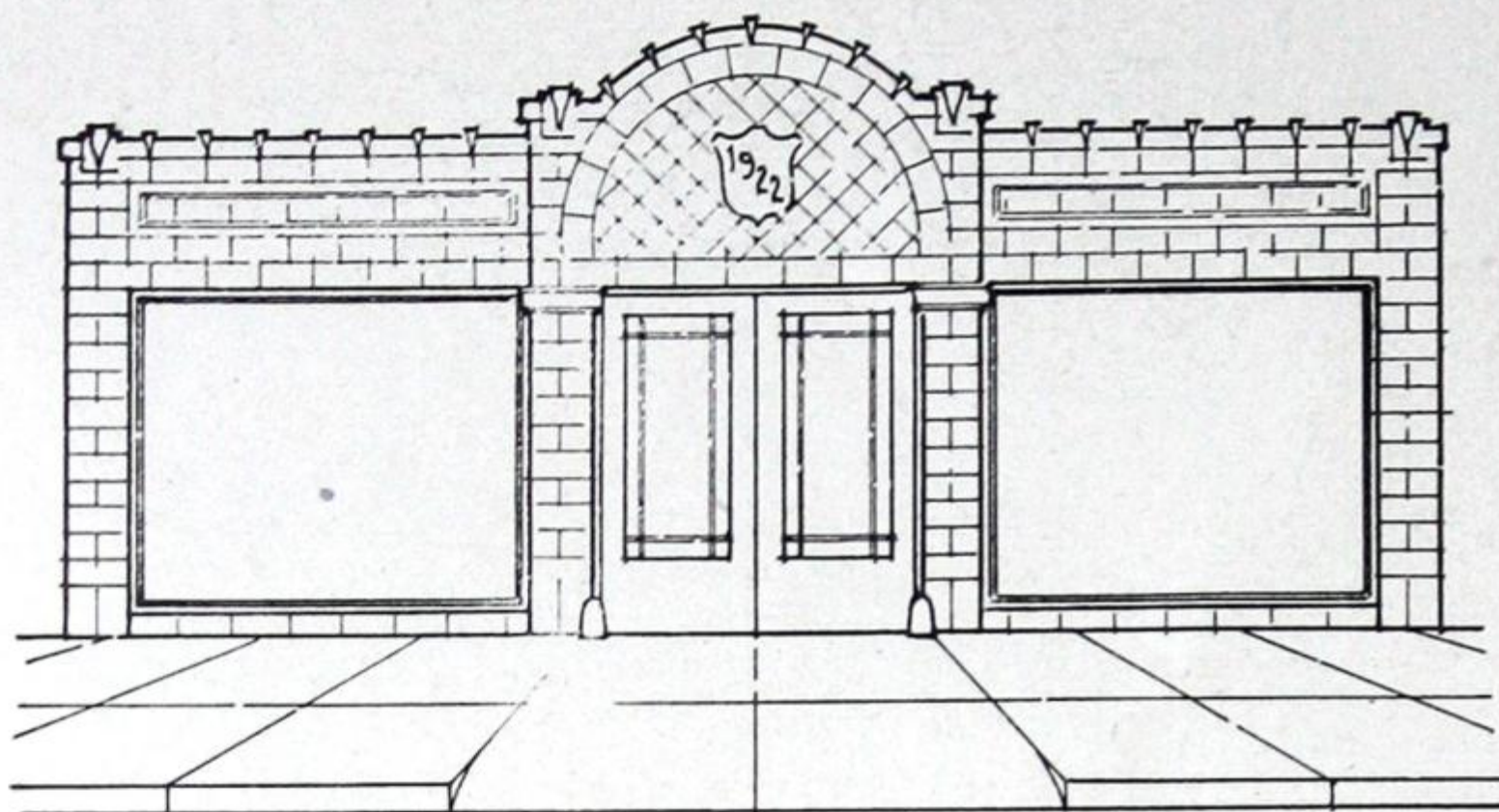


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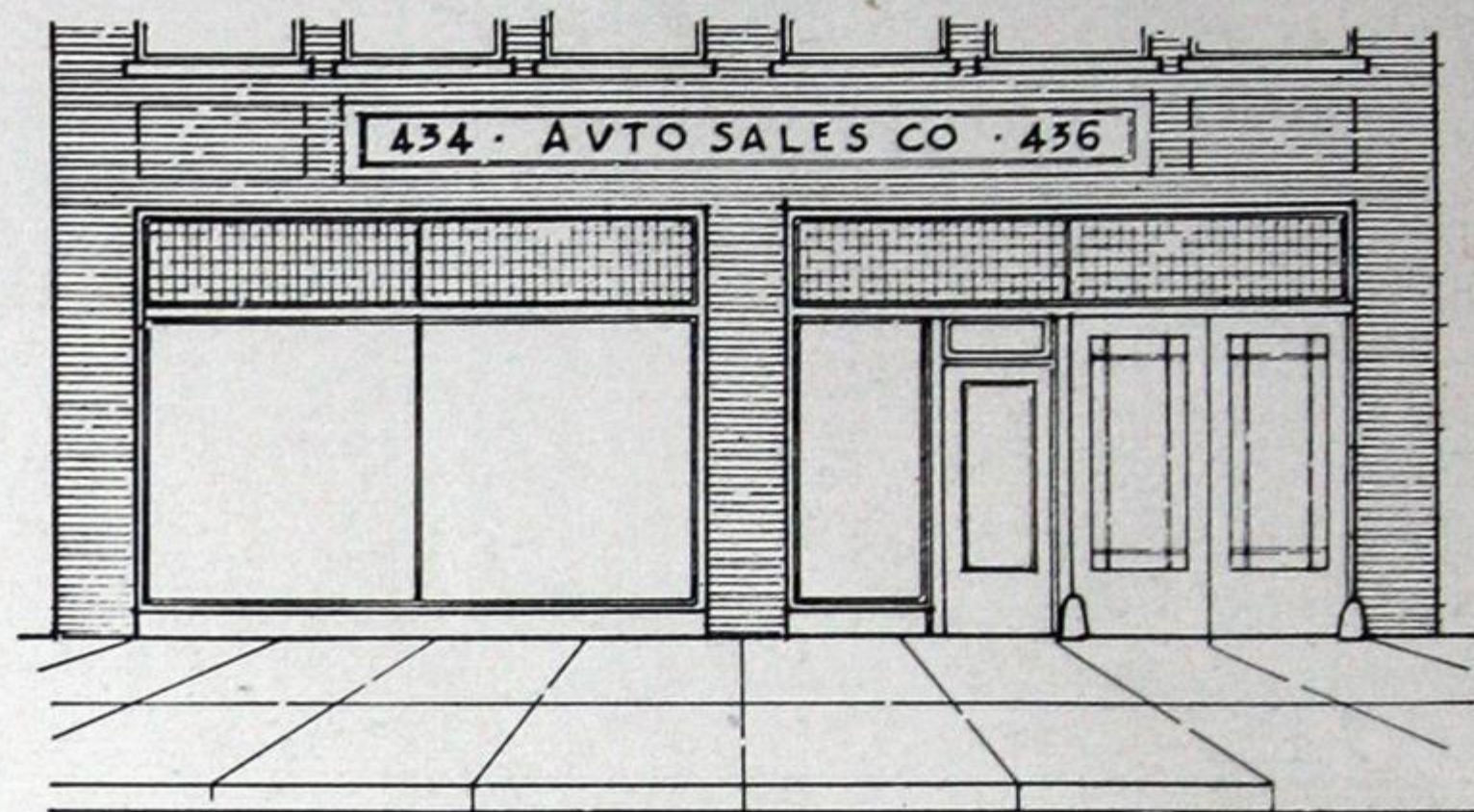


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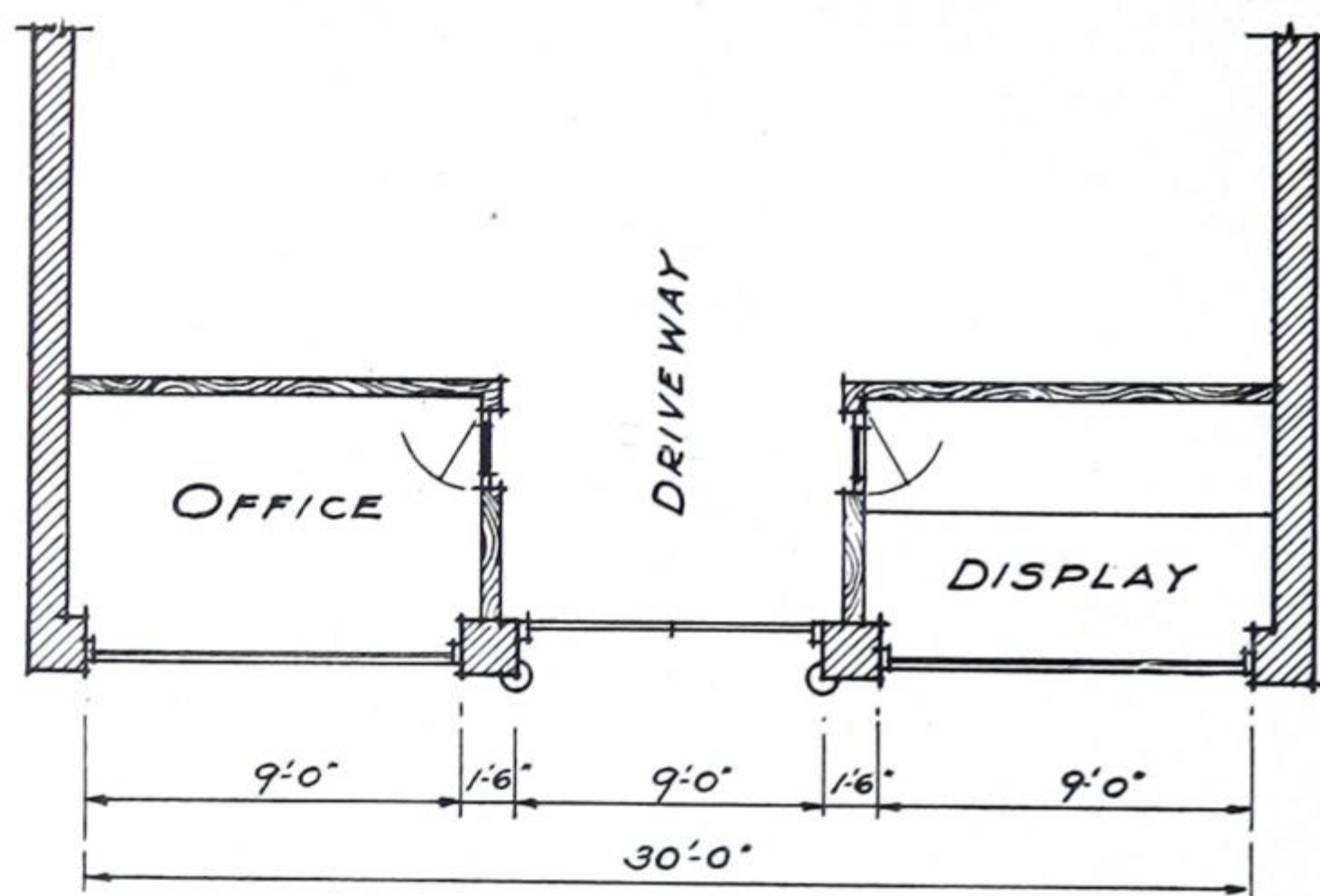
GARAGE FRONTS



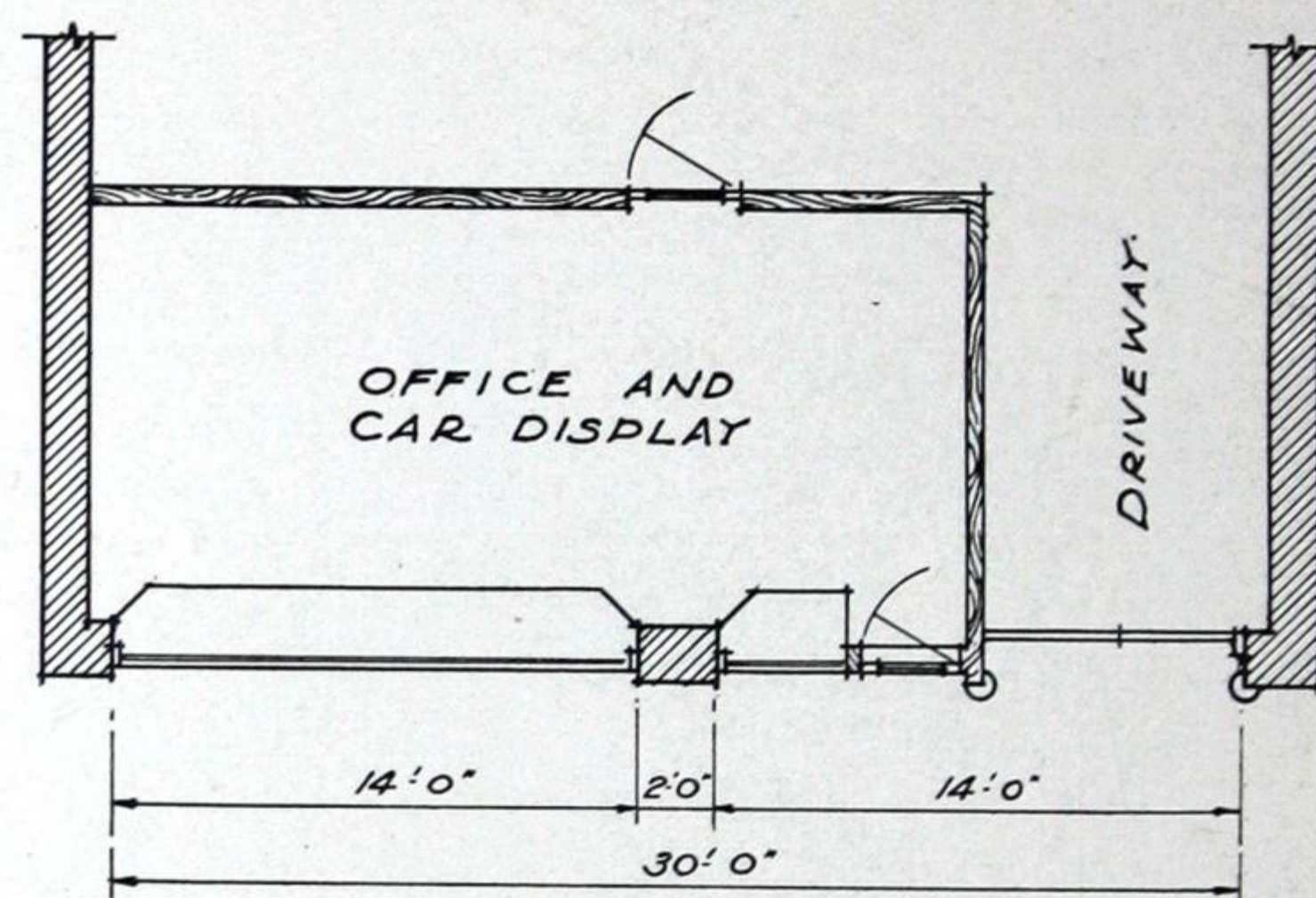
ELEVATION "A-A"



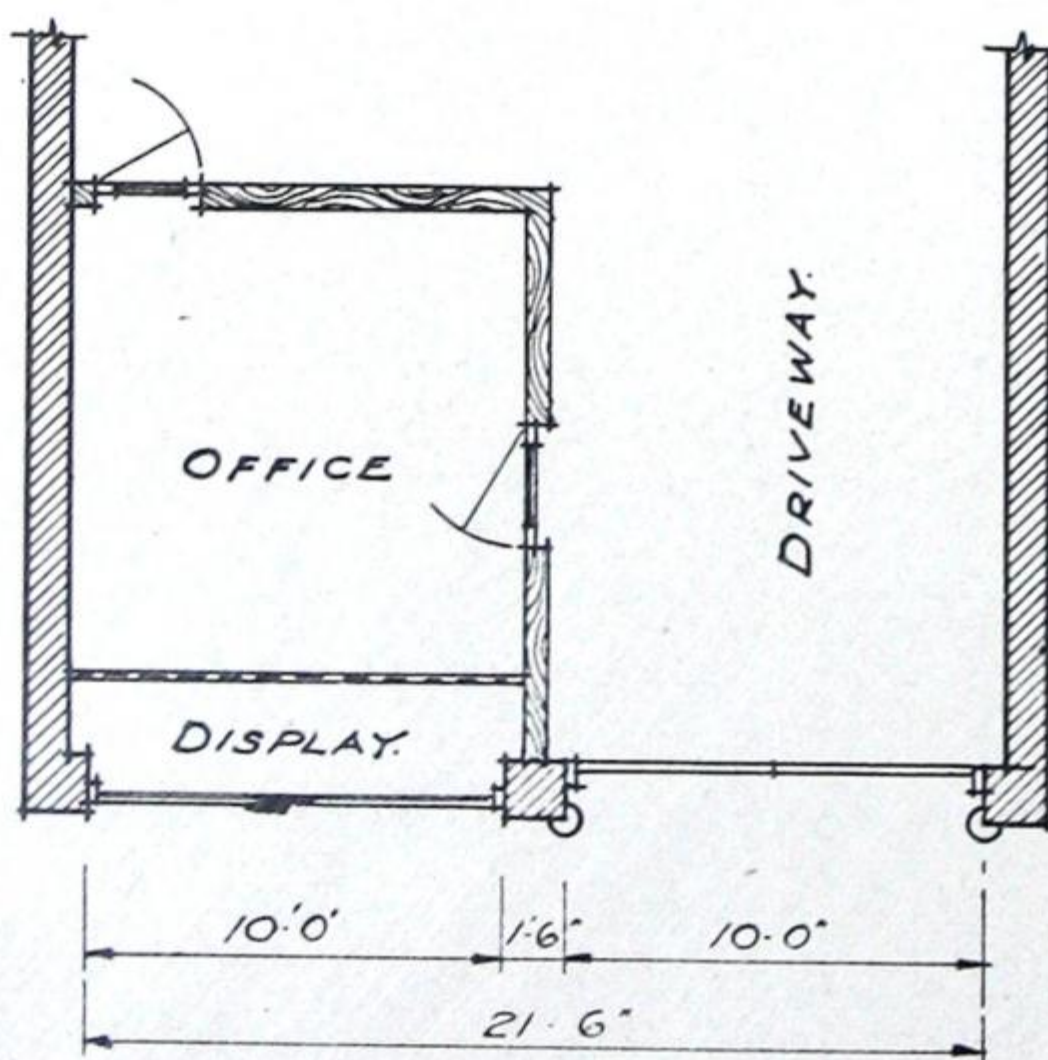
ELEVATION "B-B"



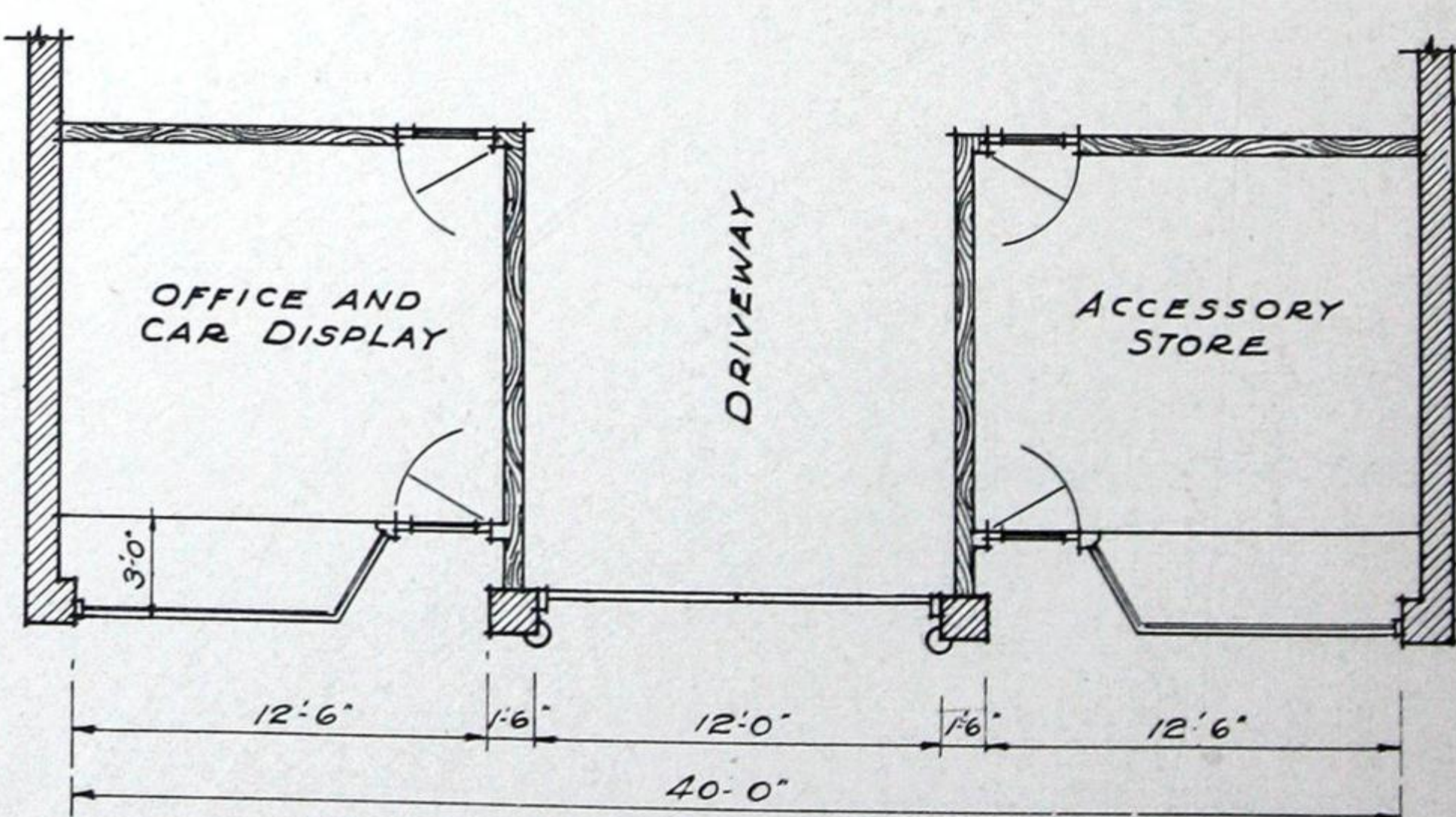
DESIGN "A-A"



DESIGN "B-B"



DESIGN "C-C"



DESIGN "D-D"

See Pages 19-20 for Description

Description of Designs Shown on Previous Pages

In designing a store front there is one fundamental which must be kept in mind—every store should have a front designed to fit its particular requirements. It should be distinctive, it should be individual.

On every business street there are too many fronts of similar design and appearance. Thousands of retailers have made the investment, but apparently have proceeded without giving the matter enough thought. You will find butchers, jewelers, florists, and milliners all trying to display their merchandise in fronts of the same size, same shape and same construction.

It costs no more to build a distinctive front than one of the common type. And that is where you can be of tremendous help to your prospects. Show them that what you are offering is increased sales, rather than merely new fronts for their stores. Your line of reasoning will appeal to them and it will bring you the business at your own figure. Every retailer in town will welcome your modern store front ideas.

Always plan an attractive entrance; make it easy for people to enter and leave the store. Put in doors large enough for the passage of baby carriages. Insist that ample floor space (depth) be given over to the store front to make room for display spaces of sufficient size to properly show the merchandise. (Remember, the most valuable space in the entire building is that part taken up by the show windows.)

Be sure the bulkhead (from window sill to sidewalk) is not too high for the furniture store, or too low for the store selling jewelry or shoes. There are many other important features explained below.

Design "A" Page 10. This type is popular among retailers of drugs, jewelry, clothing, haberdashery, shoes, millinery, hardware, automobile accessories, sporting goods and other merchandise of comparatively small size. In this type there are practically four separate display compartments, making it possible to segregate the various lines. This particular drawing shows a width of 20 feet, however the same general layout can be carried out up to 40 feet wide. If the front is of greater width than 20 feet it is well to use island show cases such as "M". Designs "C", "I" and "K" are modifications of Design "A", with changes to meet certain requirements. For most merchandise the bulkhead should be about 18 in. high. In the case of jewelry and shoes the bulkhead should be no lower than 24 in.

Design "B" Page 10. In recent years great strides have been made in the development of the so-called arcade store fronts. Of this style we show here Designs "B", "D", "F", "H", "L", "M" and "Q". This style is generally adopted by department stores, large clothing stores and stores handling ready-to-wear garments. Particular care should be exercised in designing this type of front. Be sure to allow ample space between island cases and the show window proper. That opening immediately in front of the store door should not be less than 4 feet. 2 ft. 6 in. is about as narrow as island cases should be built. The height of the bulkhead depends, of course, upon the kind of merchandise displayed. 18 inches is a safe average height. Plate and transom glass heights also depend upon the kind of merchandise and the overall height of the opening from sidewalk to I-beam. The basic idea of this type of front is to cause people to walk inside the store front and there, without being jostled, take their time looking around.

Design "C" Page 10. The general features of the front are explained under Design "A".

Design "D" Page 10. See Design "B".

Design "E" Page 11. For stores of narrow width this style is most commonly used. Design "E" has a deep entrance and lends itself to the attractive display of shoes or jewelry. A 3 ft. 6 in. door is generally adequate for such fronts. In some instances the display compartments are made very narrow, leaving a wide and inviting entrance-way. Local conditions determine such points. Design "G" is similar to "E" but not as deep. Cigar stores, small stores handling haberdashery and jewelry stores by properly trimming their windows have made this style of front very attractive. Distinctiveness can be gained by the bulkhead, transom glass, window panels, etc.

Design "F" Page 11. See Design "B".

Design "G" Page 11. See Design "E".

Design "H" Page 11. See Design "B".

Design "I" Page 14. See Design "A".

Design "J" Page 14. The theory of this design is much like the idea of the arcade front—to enable people to inspect merchandise on display without being jostled or otherwise disturbed. The measurements shown here give a general idea of good practice. This design also includes an upstairs entrance. Design "L" is an elaboration of "J" with the introduction of an island show case.

Design "K" Page 14. See Design "A".

Design "L" Page 14. See Design "J" and "B".

Design "M" Page 15. See Design "B".

Design "N" Page 15. This has the added advantage of two doors with display space between. With a width of only 30 feet this style of front possesses unusual attractiveness. The two major windows are 5 ft. 6 in. wide by 11 ft. deep, suitable for clothing, hardware, ladies' ready-to-wear, and merchandise of that character. One requisite in this type of front is the wide angle of the two front corners of the small window between the doors. Avoid congestion at door-ways.

Design "O" Page 15. See Design "A". In addition to the regular features of this style the space in the front can be used to advantage in displaying furniture, stoves and other large articles.

Design "P" Page 15. See Design "N". Note double-acting doors and construction of the back of case between doors.

Design "Q" Page 16. See Design "B". This shows a very practical method of handling the stairway without sacrificing street frontage space.

Design "R" Page 16. Here is shown a practical layout for a corner location. The depth of the display windows depends upon nature of merchandise to display. The Designs "W" and "Y" show other methods of treating corner store fronts. Design "Y" has the advantage of the island case. Be sure to allow at least 5 ft. clearance for entrance between display cases.

Design "S" Page 16. A simple way to handle a single display window and upper floor stairway. Designs "T", "U" and "V" are similar in style. Ordinarily it is preferable to build the corner of the window at about 105 degree angle instead of 90 degrees to allow more space in entrance.

Design "T" Page 16. See Design "S".

Design "U" Page 16. See Design "S".

Design "V" Page 17. See Design "S".

Design "W" Page 17. See Design "R".

Design "X" Page 17. A well designed style for narrow stores with upper stairway. While the two display windows are not large they meet the requirements of most stores of this size.

Design "Y" Page 17. See Design "R".

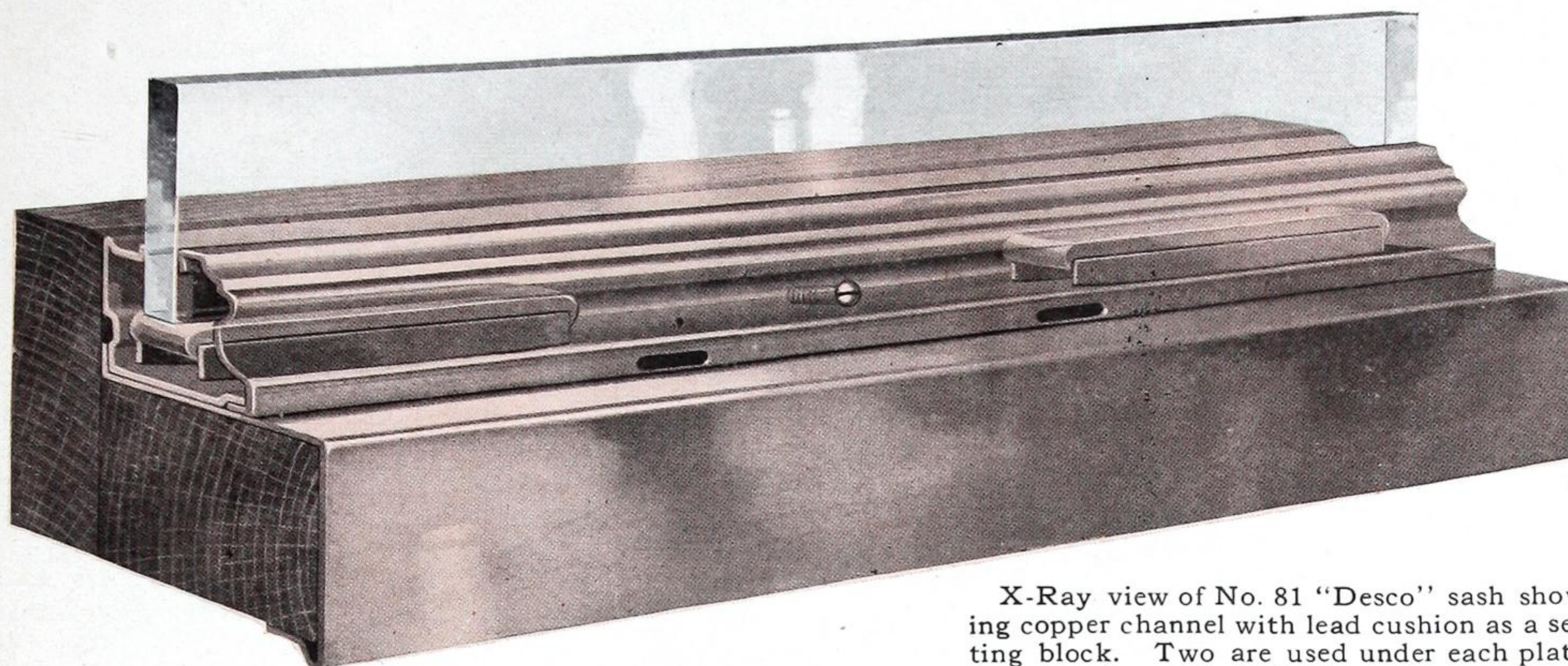
Design "A-A" Page 18.

Design "B-B" Page 18.

Design "C-C" Page 18.

Design "D-D" Page 18.

In every city and town there is a big opportunity for the installation of "Desco" fronts in garages. Motor car dealers are keen merchandisers and understand the desirability of attractive display and salesrooms. Many of them feature the sale of accessories which also emphasizes the need for proper window displays. The above designs will serve as suggestions of modern garage fronts and while these may not be the exact sizes you require, the proportions shown will be of assistance to you.



X-Ray view of No. 81 "Desco" sash showing copper channel with lead cushion as a setting block. Two are used under each plate. Cut also shows No. 120 sill cover.

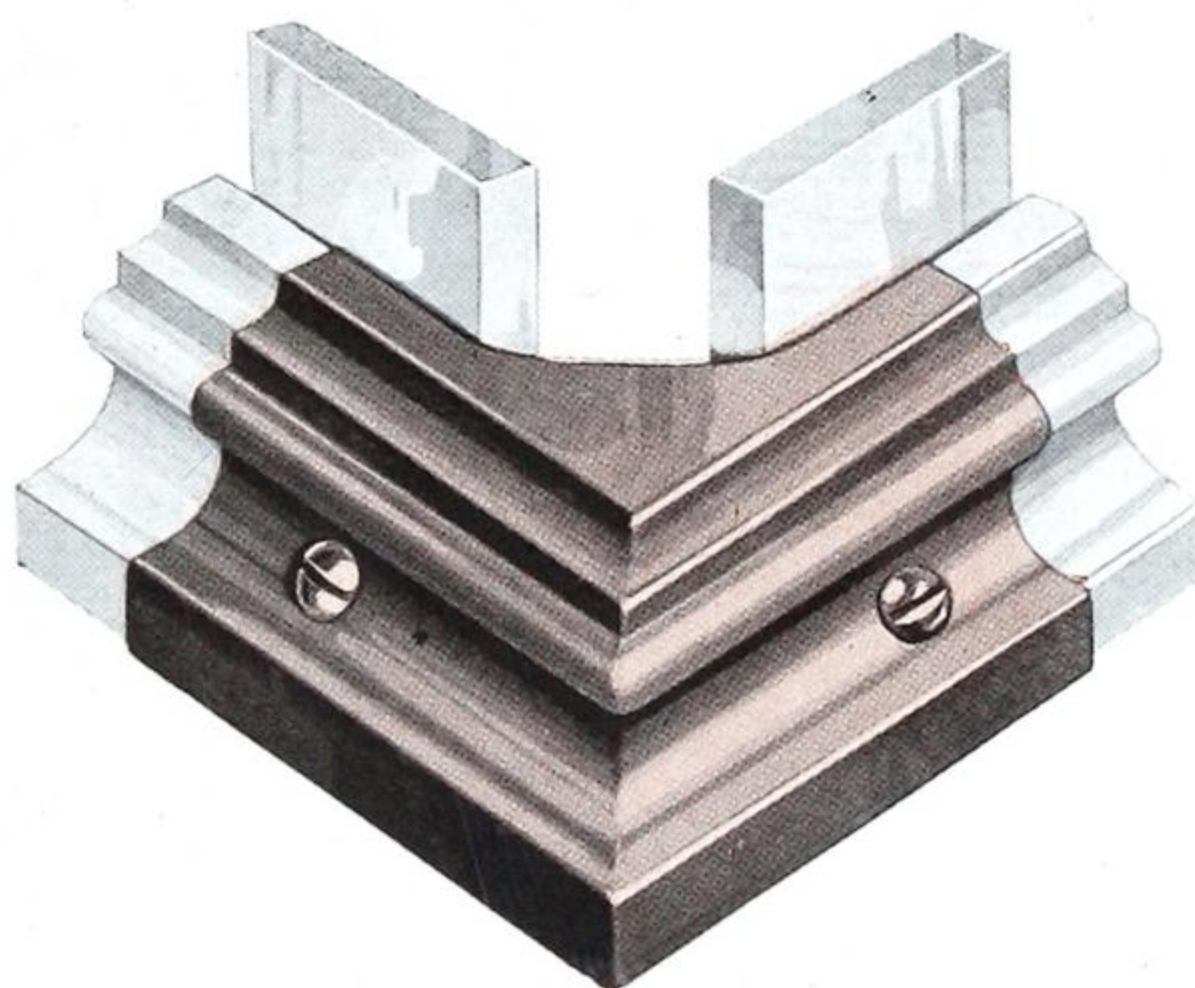
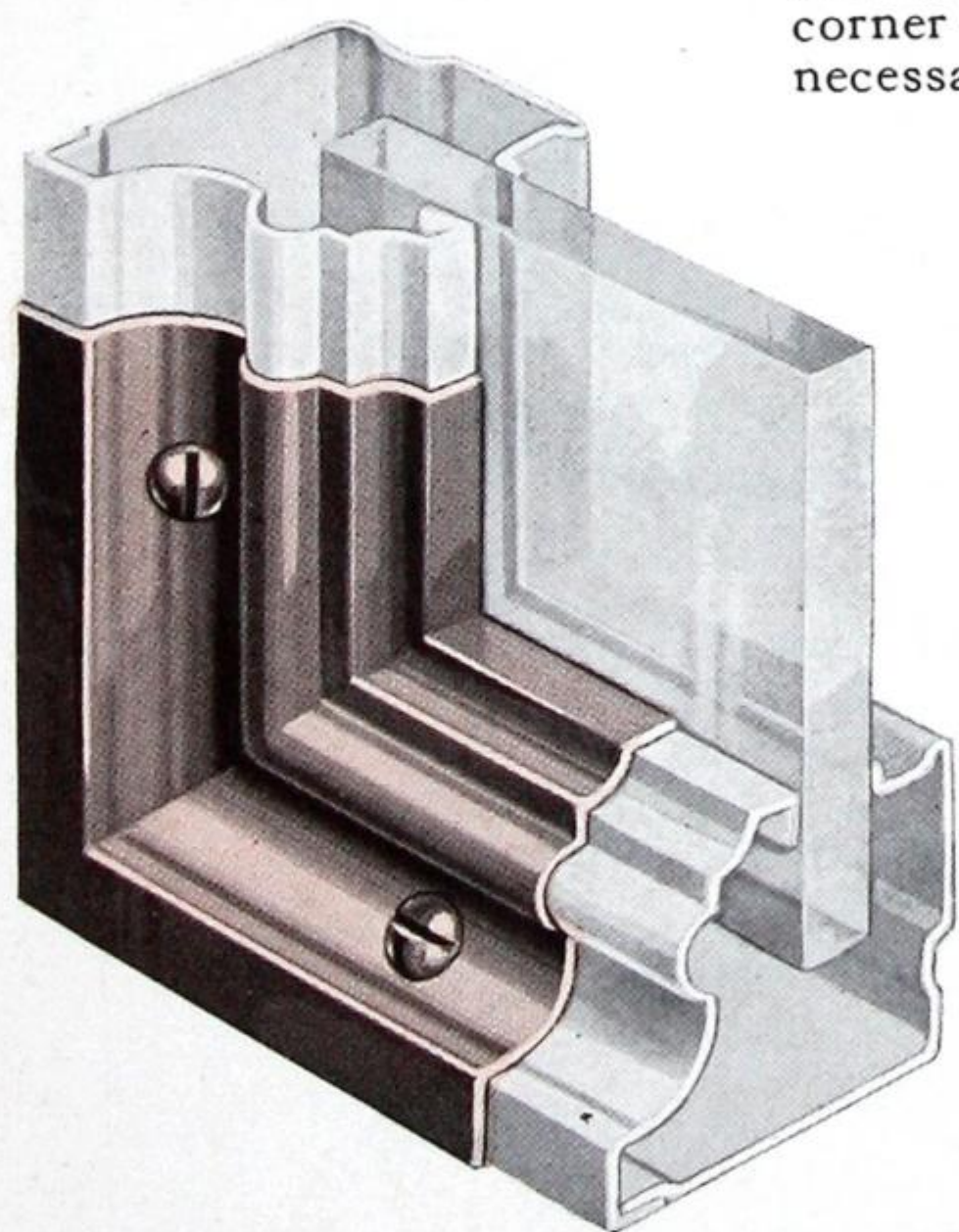
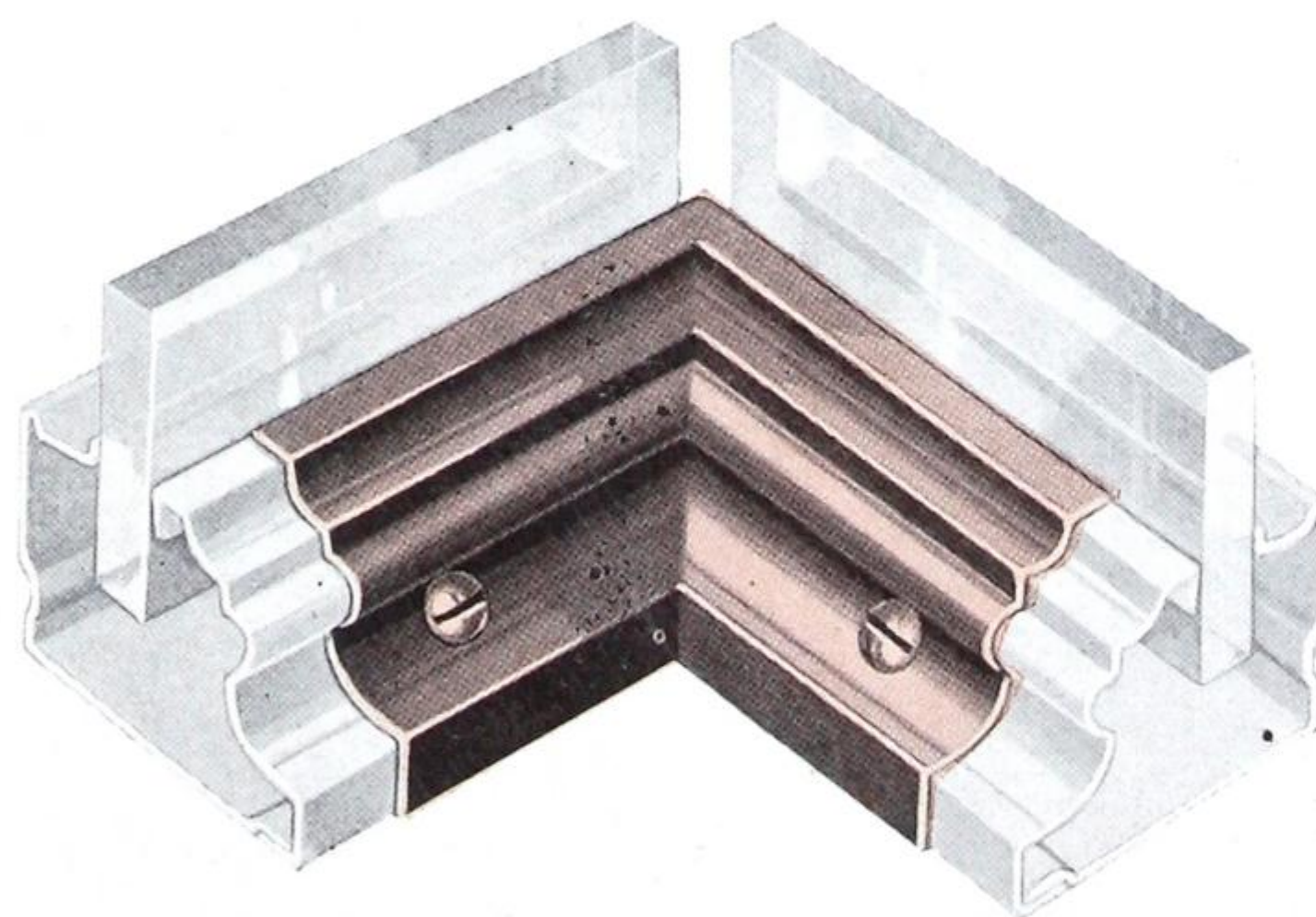


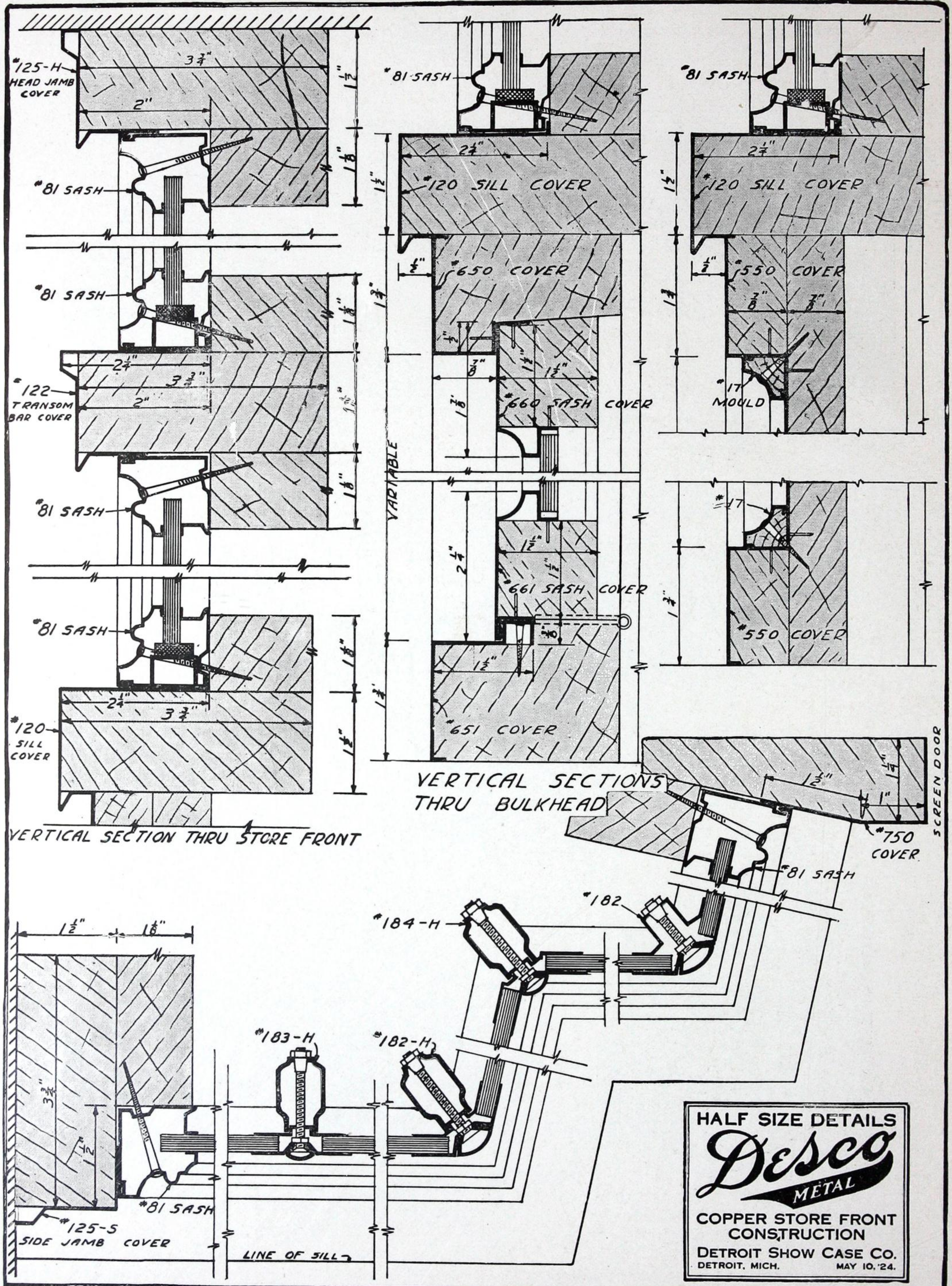
Illustration of mitre cap to cover joint of two sash face plates which meet at corner, below corner bar. Mitre caps are furnished in the necessary angles for each job at no extra charge.

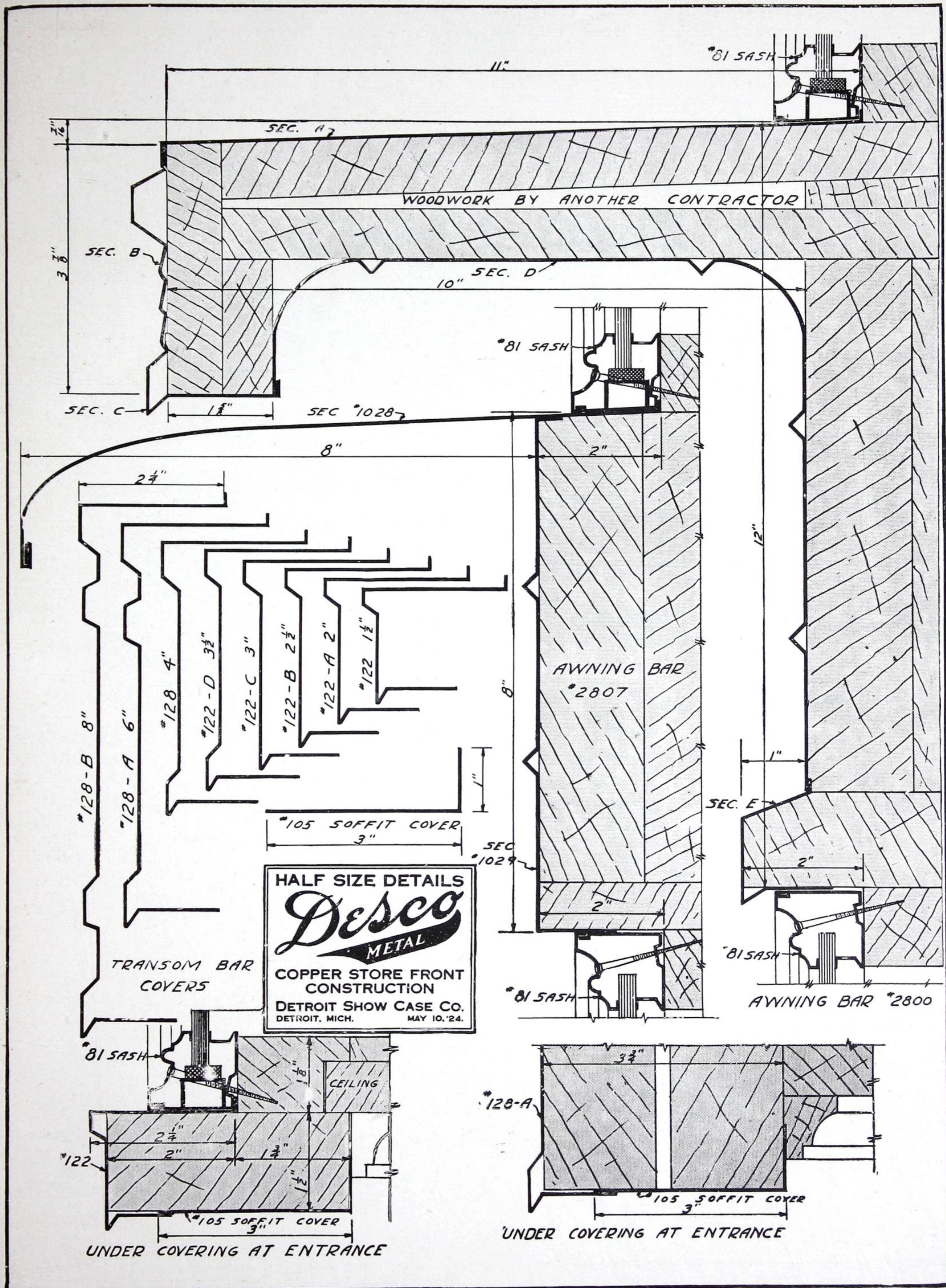


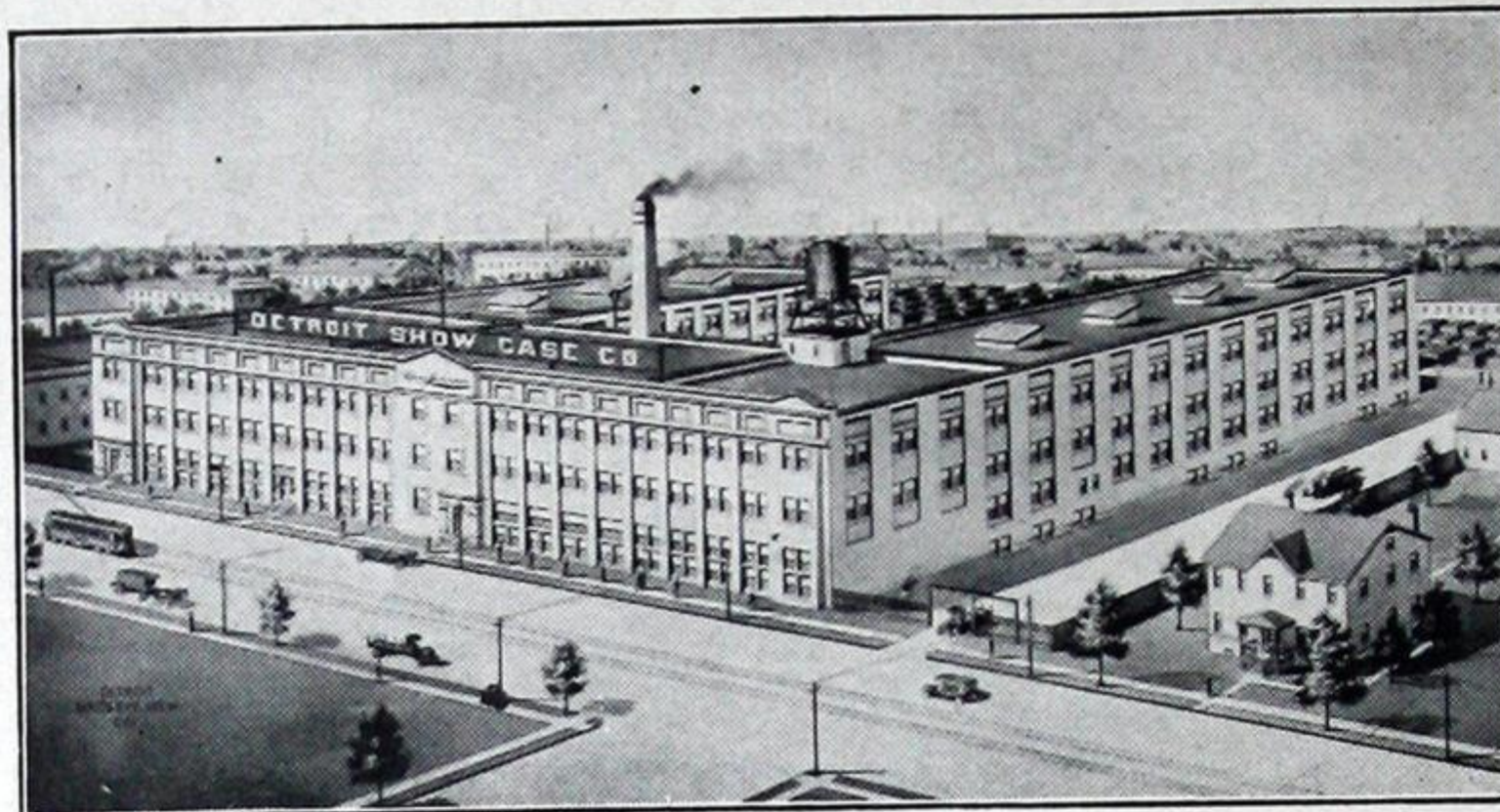
Vertical mitre cap, used at corner where a horizontal and vertical sash face plate meet.



Reverse corner mitre cap which is furnished in the desired angle. All mitre caps are furnished with "Desco" sash without extra charge.







THIS modern, completely equipped factory is back of you to make your business more profitable.

Established in 1864, it always has been the policy of this company to manufacture good products and sell them at a moderate price. As a result we have a multitude of friends—contractors, architects and retailers alike—in all parts of the country who automatically turn to us when they are in need of material which we manufacture.

Every retailer knows the high quality of "Silent Salesman" show cases and the other interior display equipment of our make. And, likewise, retailers who have had "Desco" store fronts in their buildings are generous in their recommendations.

We want your confidence, too, and whether you buy direct from us or through one of our distributors you have our assurance of a square deal—for that's how we have dealt for 59 years.

"Desco" construction is usually sold through distributors. There is one near you. Write for his address.



**"Desco"
Construction**

Simplicity
and
Strength

Sold at a
Moderate
Price.



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CCA

